

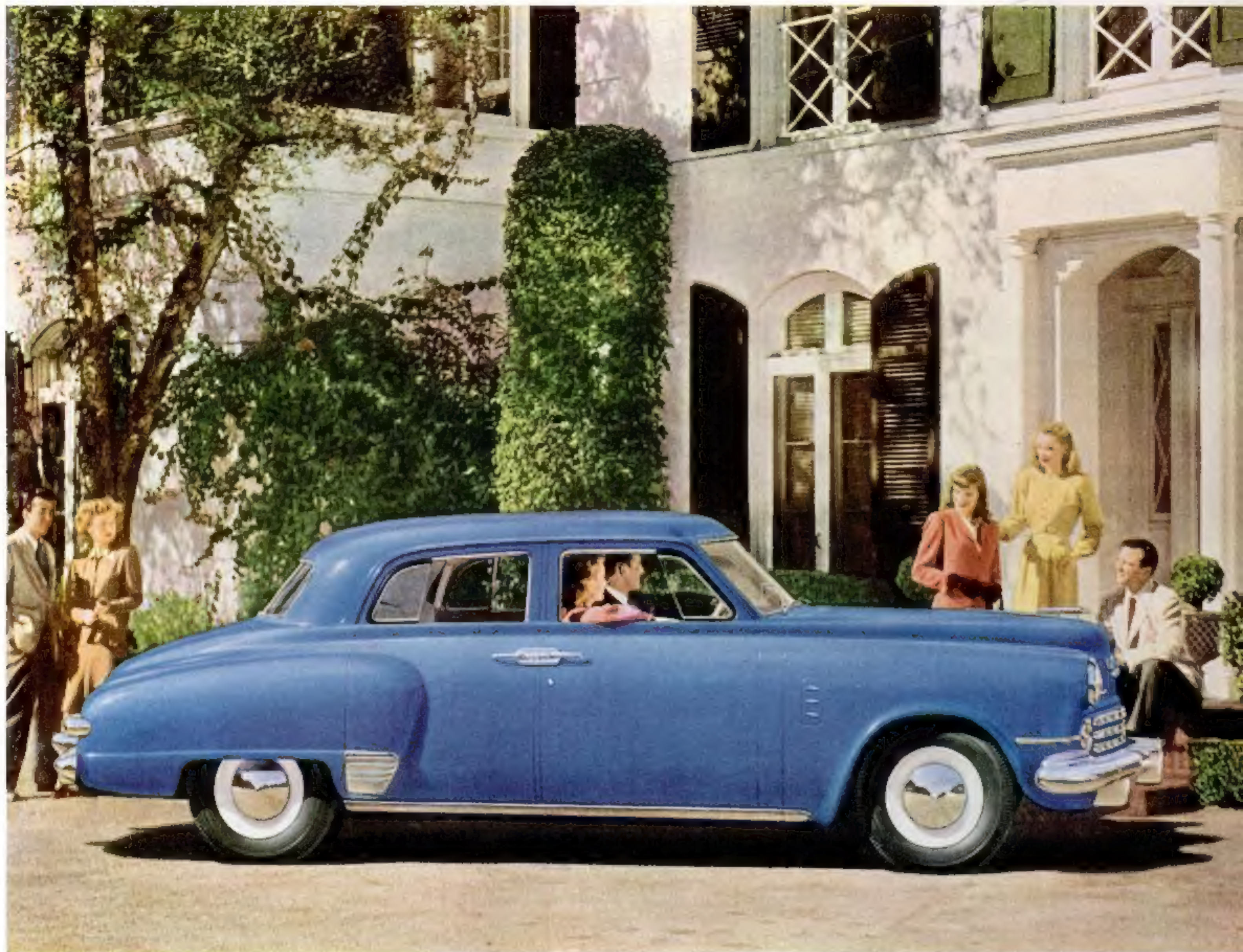
LIFE

STUDENT VETERAN

APRIL 21, 1947

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Actual color photograph of 1947 Studebaker Commander Regal De Luxe Land Cruiser

Your postwar Studebaker Land Cruiser

An ultra-luxurious new kind of 4-door sedan
cradled on an impressively long wheelbase



"Black light" illuminates its instrument dials! Brakes automatically adjust themselves! Pictured is the Land Cruiser's attractive instrument panel. The big, round gauges and electric clock are illuminated by wartime aviation's "black light" which doesn't glare in your eyes or windshield at night. Exclusive, too, are Studebaker's self-adjusting postwar brakes that virtually never need servicing. Advanced automatic over-drive and Climatizer heating and ventilating are provided at extra cost.

You are looking at a color photograph of the third dramatically different new-car creation in the distinguished Studebaker series of completely new postwar automobiles.

You've seen the revolutionary new Champion and Commander models. This is the Land Cruiser—a real surprise car.

Impressive extra exterior length and lavish additional interior spaciousness give this Land Cruiser a distinction all its own.

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The result is a breath-taking new kind of top-quality automobile that's beautifully contoured and extremely low—the perfect pattern

for the costly-car designing of the future.

Yet, thanks to its Studebaker sponsorship, this Land Cruiser only looks fabulously costly. It's actually priced within the reach of many moderate incomes. And for all its impressive size and luxury, it vies with its companions of the postwar Studebaker line in exceptional operating economy.

Available in gay, exciting color or conservative finishes, this distinctive Land Cruiser is now on view at many Studebaker dealers' showrooms. See it for a real postwar thrill.

STUDEBAKER

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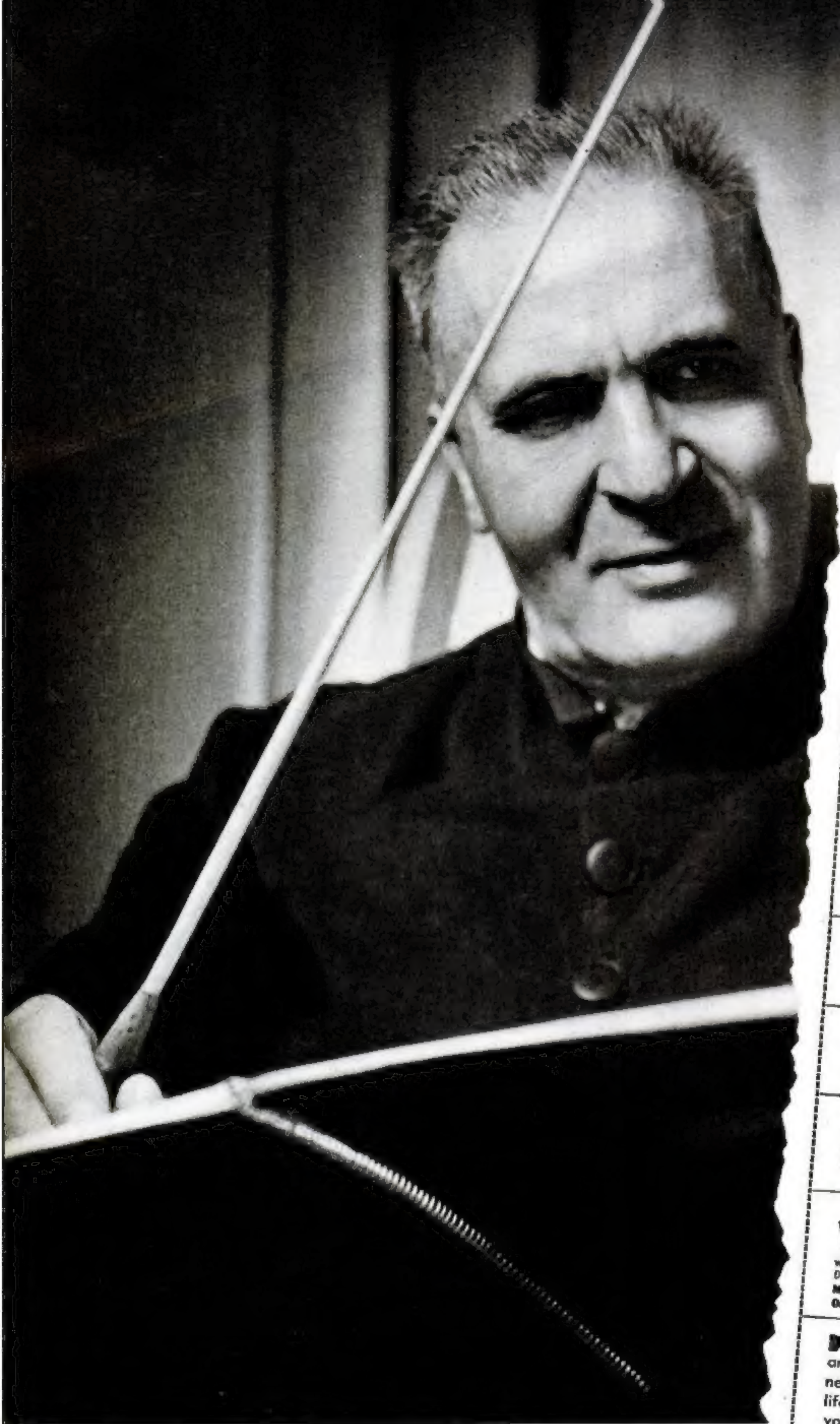
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Auto-Railer is a registered trade mark of Evans Products Co.

New kind of tire rides on rails or roads

A typical example of B.F. Goodrich development in tires

OLD railroad hands thought they were seeing double when this vehicle first drove down the highway, turned onto the railroad tracks and kept right on going. This new Evans Auto-Railer unit is equally at home on the rails or on the highway.

Before the vehicle made its first train trip, many problems had to be solved. Important among them was this: how and where to get tires that would do a regular highway trucking job, yet would stand the gaff of riding steel rails. No such tire existed. So designers put it up to B.F. Goodrich. The tire you see above is the answer.

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With the tire problem solved, Auto-Railers go most anywhere—cross country to pick up supplies, down the rails to deliver them. Even small locomotives have been built on this principle. Savings to railroads are tremendous. One vehicle and one crew often do the work required of rail equipment and a truck—two crews.

This development of a special tire for a special purpose is typical of B.F. Goodrich research. For B.F. Goodrich engineers have developed tires for many special uses—from coal mines to oil fields,

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This One



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RKO's PIC-TOUR OF THE MONTH



"FUN AND FANCY FREE"

SPINNING YARNS at party given by Charlie McCarthy, attended by Mortimer Snerd, is many-voiced **EDGAR BERGEN**. Scene from **WALT DISNEY's Fun and Fancy Free**, full-length Technicolor musical. **DINAH SHORE**, Mickey Mouse, Donald Duck, also shine in cast;



"THE BACHELOR AND THE BOBBY-SOXER"

LAUGHTER SUSPENDED on RKO's *The Bachelor and the Bobby-Soxer* set while **SHIRLEY TEMPLE** gets touch-up from studio make-up man. Fun starts again when Shirley, as smitten hobby-soxer, begins swooning over wary **CARY GRANT**. Brilliant star cast includes **MYRNA LOY**.



"SO WELL REMEMBERED"

PROUD PAPA is British film star **JOHN MILLS**, soon seen with daughter, above, in James Hilton's *So Well Remembered*, filmed in England. Anglo-American cast includes **MARTHA SCOTT**, **PATRICIA ROG**, **TREVOR HOWARD**, **RICHARD CARLSON**. An RKO-Rank Picture.



"MAGIC TOWN"

HAPPY HUNTING. True lovers always find their own Magic Town. **JAMES STEWART**, **JANE WYMAN** seek and find theirs in *Magic Town*, film of many provocative situations, hailed the most unusual comedy romance in years. An independent **ROBERT RISKIN** Production.

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Two . . . in a world of music . . .
 two . . . in a world of their own . . .
 two who have discovered each other . . . for keeps!
 For keeps, too—through all their days—the two
 will treasure the sparkling, hospitality-inviting
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LETTERS TO THE EDITORS

JAMES BURNHAM

Sirs:

James Burnham's "Struggle for the World" (LIFE, March 31) is the greatest single contribution you have ever made within the pages of LIFE.

REV. ROWLAND F. NYE

St. Thomas's Episcopal Church
Lyndhurst, N.J.

Sirs:

"Struggle for the World" is a vicious and evil document. . . .

GENE CARPENTER

Cambridge, Mass.

Sirs:

WITH THE EXCEPTION OF "MEIN KAMPF" THIS IS THE MOST DIABOLICAL PIECE OF PROPAGANDA I HAVE EVER SEEN IN PRINT. AT NÜRNBERG MEN WERE HANGED BY THE NECK FOR PARTICIPATION IN CRIME OF THE CHARACTER YOU ADVOCATE.

AUGUSTUS L. RICHARDS

Remsen, N.Y.

Sirs:

Surely millions must join me in a prayer of thankfulness for the incisive clarity of James Burnham's diagnosis. There is enough prophetic insight and bold realistic strategy indicated in this book to retrieve us from disaster if congressmen, senators and governmental leaders will only take adequate action in time!

. . . Must we now stand impotent as we fearfully watch the Soviet brand of totalitarianism succeed where Hitlerism failed? Would the ravishing of all they hold dear seem any less revolting to the American men I buried in the Pacific if it came under the Red Star of Russia rather than the crooked cross of Hitler?

COMMANDER E. RICHARD BARNES, USN
Chaplain

Norfolk, Va.

Sirs:

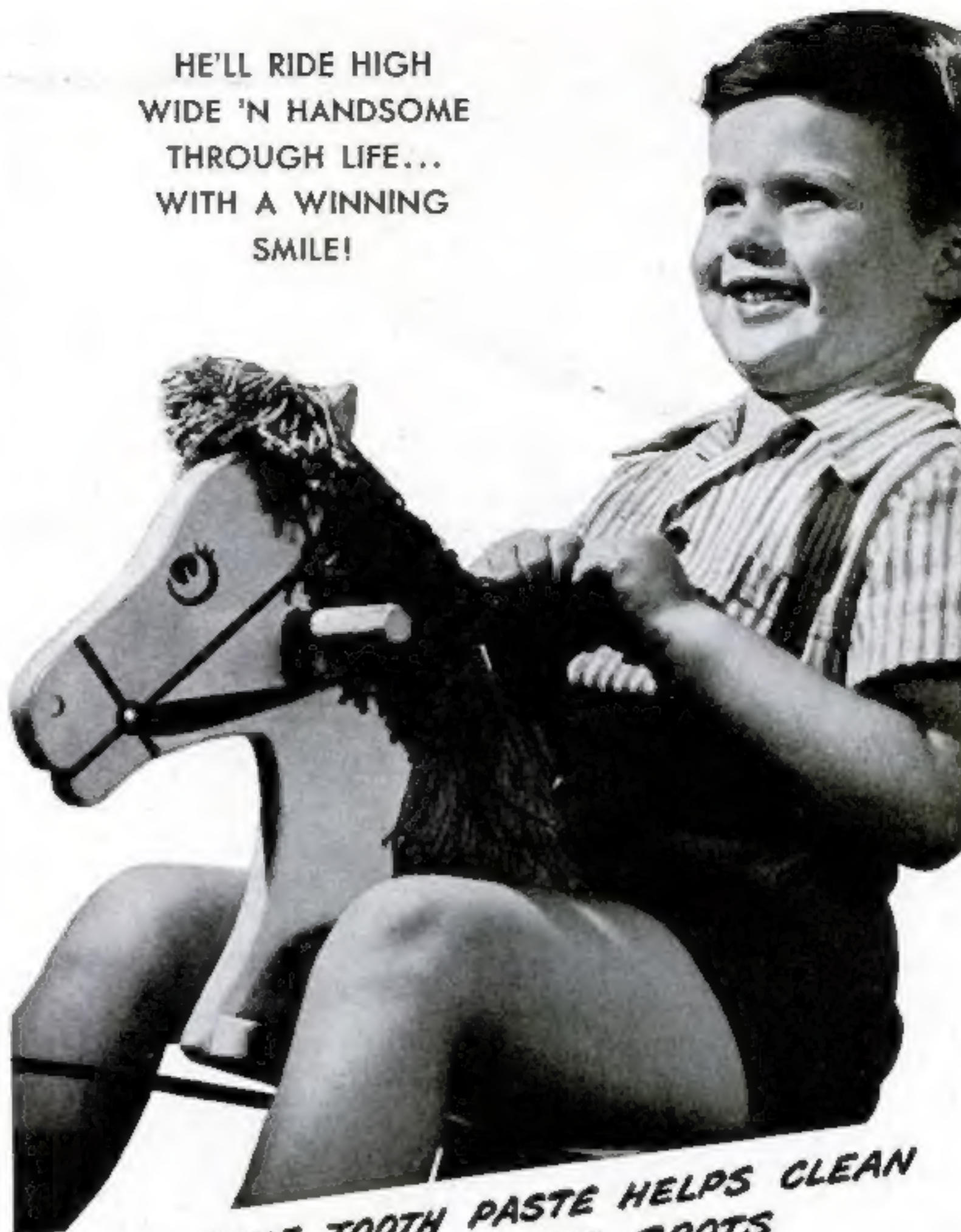
In the debate now opening over the proposal to create an American empire it is important to correct some of Mr. Burnham's misstatements about the world-government movement.

It is not true that "the present advocates of a world government seem to believe that if there were somebody — the U.N. for example — that we could agree to call a world government, then that body would be a world government."

On the contrary United World Federalists, representing (since the merger last month) practically the entire body of responsible world-government opinion in the U.S., is calling for thoroughgoing revision and strengthening of the U.N. They ask for changes in structure, authority and force, vesting the revised U.N. with complete sovereignty and direct jurisdiction over the individual, within a constitutionally limited area, the area of prevention of war.

Mr. Burnham says, "There is no sentiment toward surrender of sovereignty on the part of any U.N. member." He is uninformed: China proposed such a surrender at San Francisco; the leaders of both British parties have declared for it in speeches before the Commons; France has included a provision for it in her new constitution; Mr. Mackenzie King has declared for it in Canada; delegates of Belgium, the Netherlands, New Zealand, Cuba and the Philippines urged Charter revision to that end in the last General Assembly. A referendum

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WIDE 'N HANDSOME
THROUGH LIFE...
WITH A WINNING
SMILE!

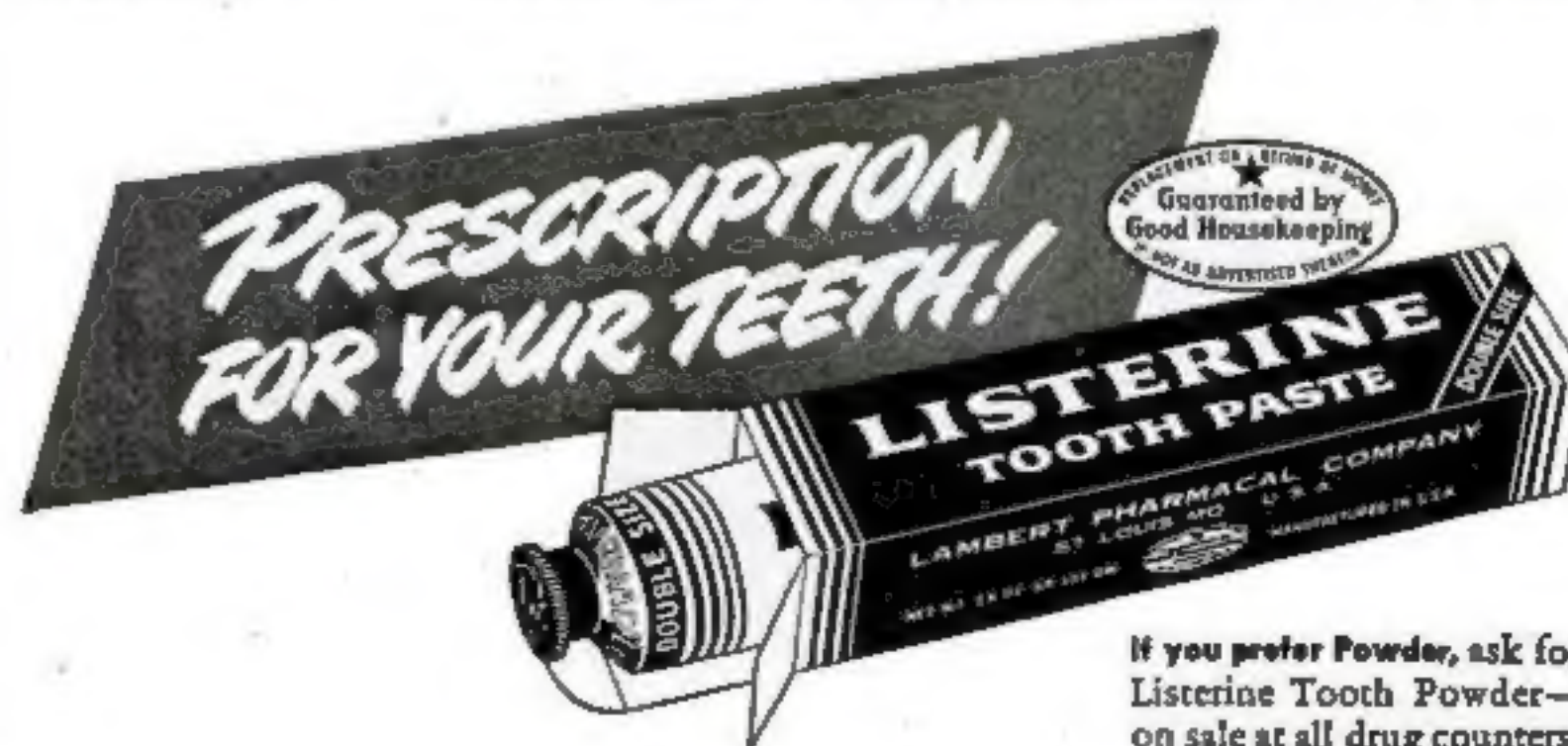


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MANY OF THE DANGER SPOTS
WHERE 3 OUT OF 4 CASES
OF DECAY START!

Mothers! If your hobby is the care and culture of childhood's happy smiles, remember... one of the greatest threats to those bright smiles is decay... and the places where more than 3 out of 4 cases of ugly decay start... are in tiny flaws and imperfections in the enamel. Perhaps you don't even see these tiny cracks and fissures! Maybe you don't know they are there... unless decay starts! So isn't it a part of good sound Oral Hygiene to use a dentifrice that's

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CONTINUED ON NEXT PAGE

when
your
eyes
won't
let you



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LETTERS TO THE EDITORS

CONTINUED

on the ballot in Massachusetts last fall gave a heavy vote of 9 to 1 in favor of such action by the U.S.

Mr. Burnham is right that a world federation is the only answer to the Communist attempt at world government. He is wrong that such a federation must be built outside the U.N. by force and that there can be set up within it first-, second- and third-class powers.

The imperialists, led by Mr. Burnham, are urging America to make the great Athenian mistake, that of extending its power without extending its democratic institutions. World-government advocates believe that America need not and will not make this tragic error.

MILDRED R. BLAKE
Chairman, Temporary
Executive Committee

United World Federalists, Inc.
New York, N.Y.

Sirs:

... We've read what Stalin wrote in his *Problems of Leninism*. It's either they or we. Time is short. Scientists estimated that Russia would have the bomb within five years after Hiroshima. Nearly two years have already passed. William C. Bullitt said recently that if Russia had the bomb, it would have already been dropped on us. Sure, I used to believe the U.N. or a world government was the answer too, but that takes time. Do we take off the rose-colored glasses now or after all hell breaks loose? Are we still the world's prize saps or do we stop kidding ourselves now? ...

DONALD E. MATATICS

Fort Lauderdale, Fla.

Sirs:

... When Stalin himself declares flatly that the "Soviet Republic will not live side by side with imperialist states and that one or the other must conquer," just how thick and stupid can we be? ...

ALBERTA LARSON

Rhinebeck, N.Y.

Sirs:

From the great Fyodor Dostoyevsky's book, *The Possessed*, Part Two, Chapter VI, I quote:

"... Do you know, Karmazinov says that the essence of our creed is the negation of honour, and that by the open advocacy of a right to be dishonourable a Russian can be won over more easily than by anything."

That, from one of the greatest analysts of the Russian character.

J. L. BRITO

Brownsville, Texas

Sirs:

... We think that this crisis has been cooked up in our own kitchen—and it stinks. What a coincidence that this crisis arises as the draft law expires, and in the midst of the squabble betwixt the civil authorities and the brass hats over atomic-bomb control, and in conjunction with the race for Arabian oil? A good war scare is just what the military ordered. Well, if that war becomes a reality, include us out!

WILLIAM BARTON
HAROLD PATINKIN
GENE A. NEAL

Colorado Springs, Colo.

Sirs:

... I fought to help preserve this country for Americans and I still

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HERE'S HOW
to buy
easier cleaning



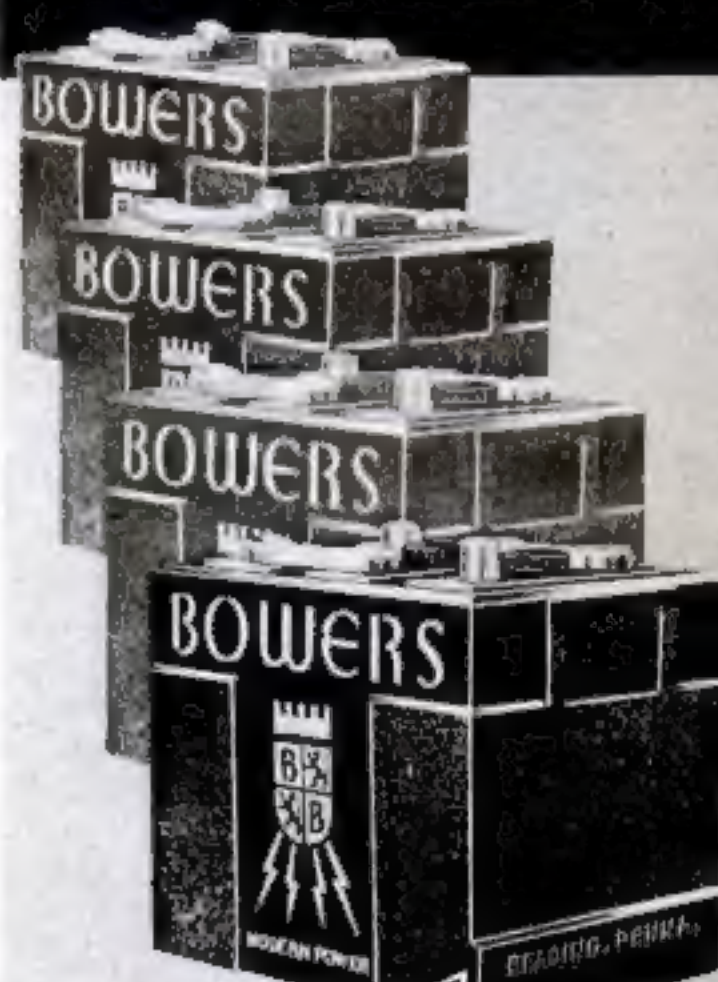
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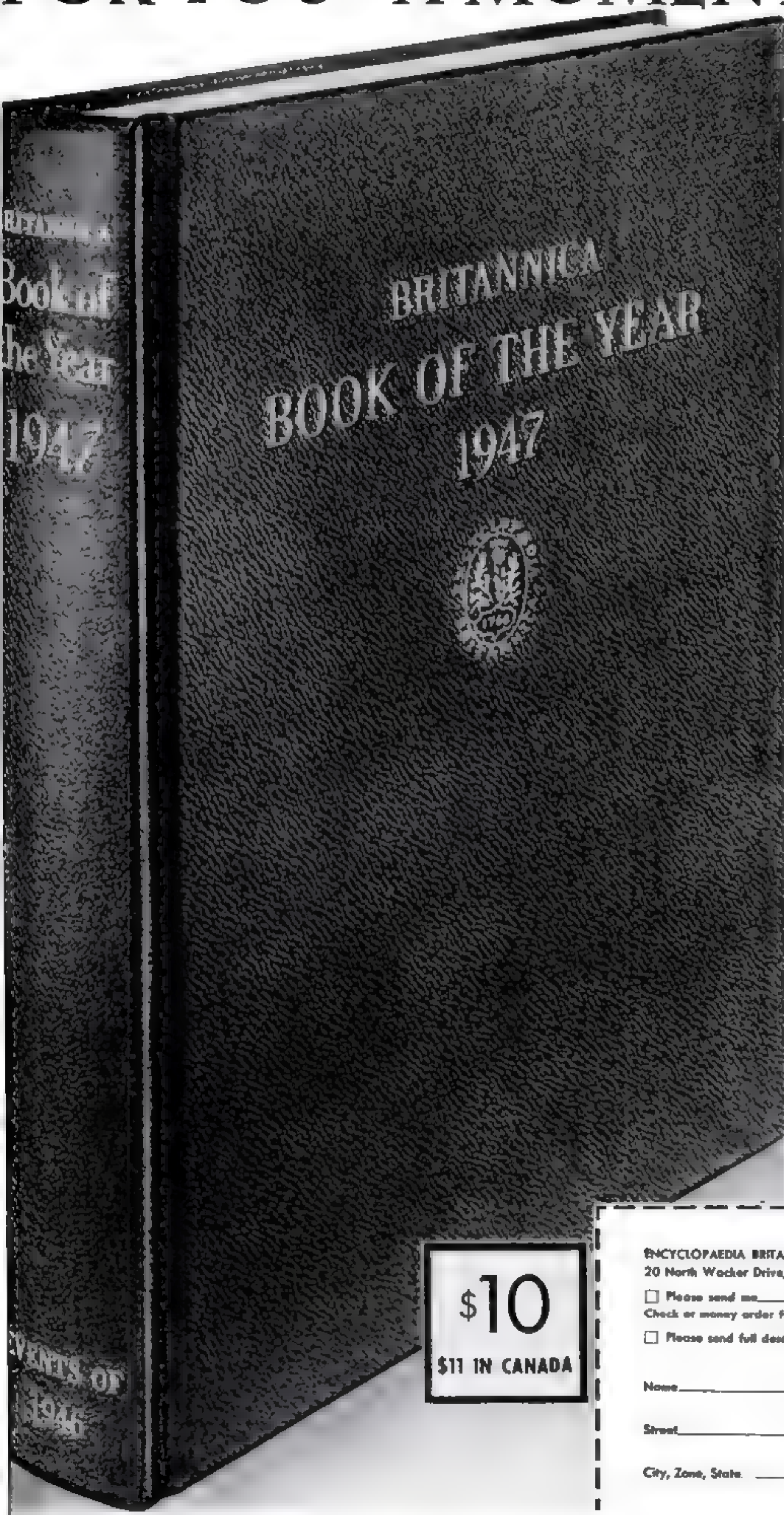


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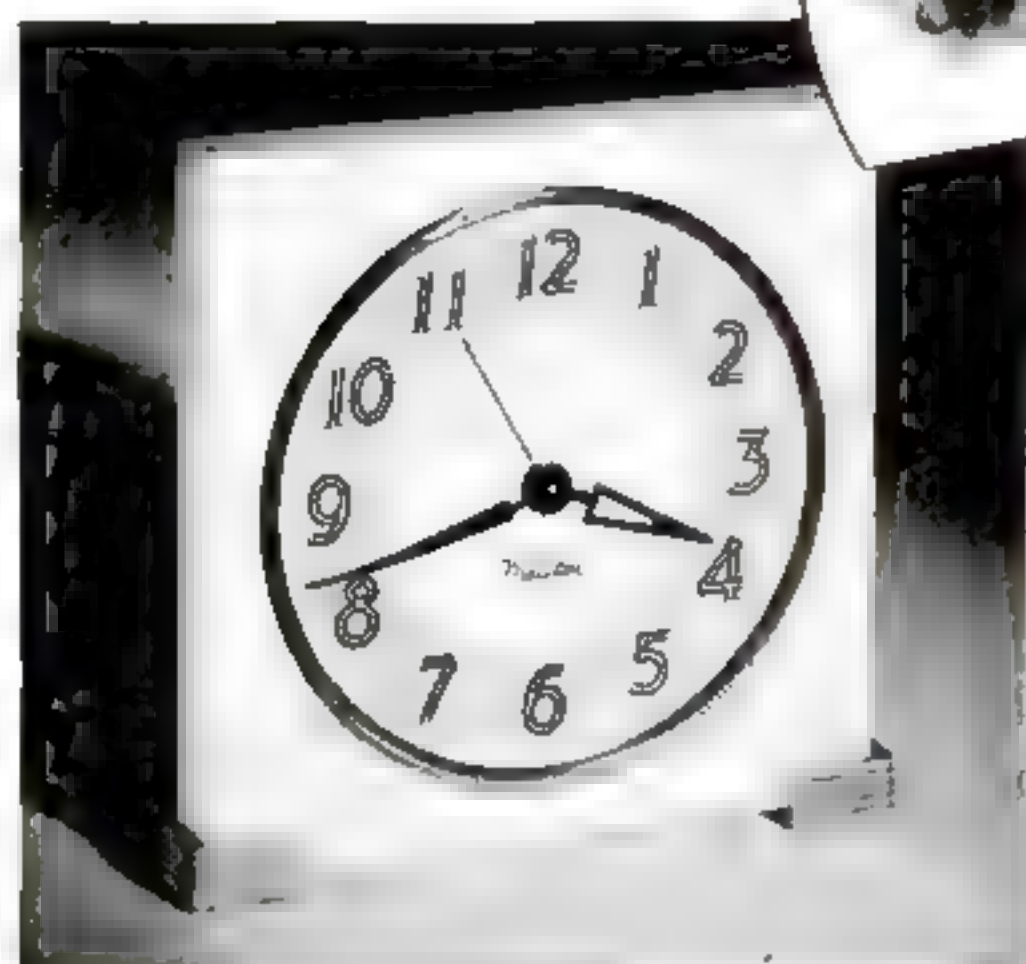
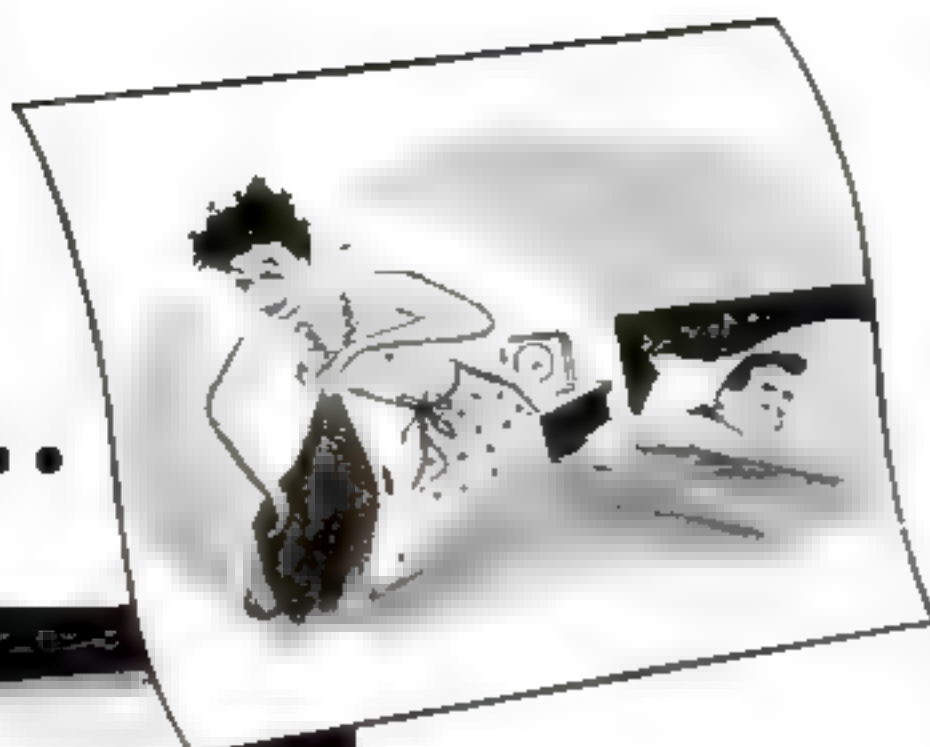
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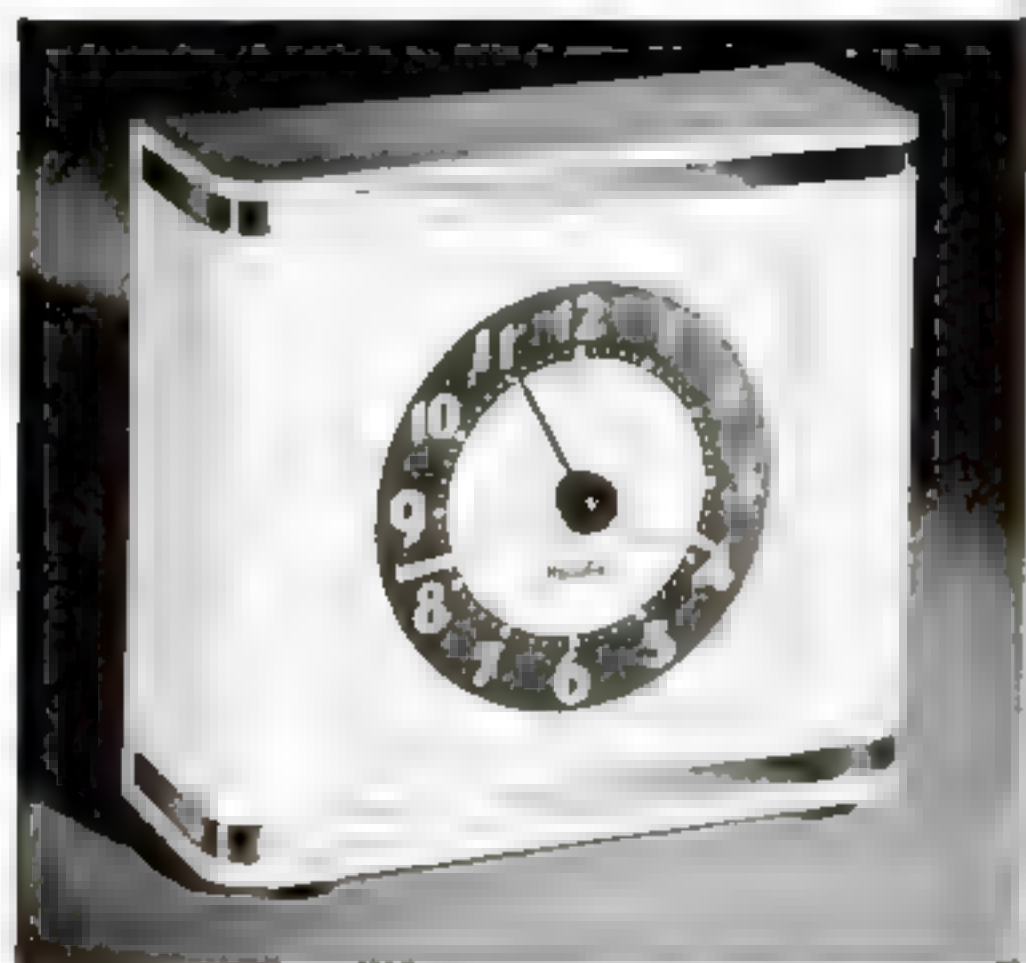
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LOGAN self-starting electric alarm has looks, Westclox dependability, every feature you want in an electric clock. Ivory finish. Comes with luminous or plain dial.

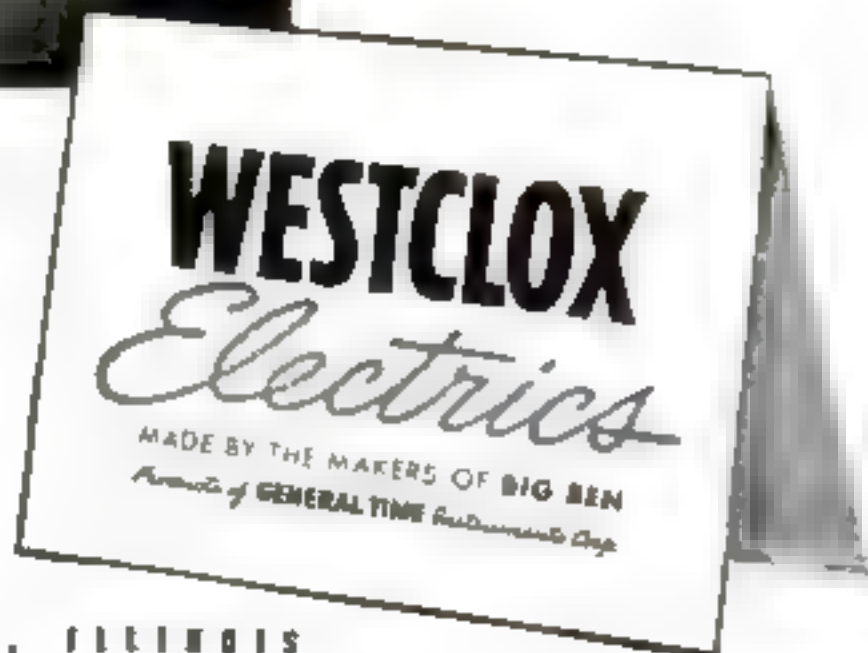


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LETTERS TO THE EDITORS

CONTINUED

serve my country. If I have to, I will fight again. . . .

SCT. H. C. HUDSON
Fort Bliss, Texas

Sirs:

If Mr. Burnham is right, Hitler could not have been far wrong. The program for world conquest masquerading under an assertion of self-protection, or "offensive defense," is common to both. . . . The difference, of course, lies in the intention. Our intention of world conquest must be entirely honorable, for we, after all, are "all honorable men." Who could possibly suspect us of being otherwise?

REV. ALFRED W. BURNS
Lawrence, Mass.

Sirs:

As a discharged GI working with the American Veterans Committee chapter at Harvard to make our hard-won peace stick, I was shocked to see your savage display of irresponsible war mongering, contrary to everything I and my associates know we fought for.

World government has got to work. The next war may leave few citizens anywhere. When that happens, will Burnham be prepared to police his ill-gotten empire himself?

JOHN A. QUISENBERRY
Cambridge, Mass.

Sirs:

Where was Mr. Burnham when the Nazis first ran wild? Did he advocate sending aid to the Czechs or the Spanish Republicans? Now we are to give guns and tanks to free Europeans who are trying vainly to find a glimmer of liberty and a boatload of food from this American colossus. The German leaders gave guns instead of butter. Are we to do the same? . . .

How can we claim to be antitotalitarian on the one hand while at the same time we back a reactionary king in Greece and a reindustrialized Germany? No, Mr. Burnham, freedom-loving Americans will not sanction an imperialist America.

PHILIP N. SHEPHERDSON
Peoria, Ill.

Sirs:

That an American empire, flanked by Chiang Kai-shek, Perón and Franco on one hand and the "democracies" of Greece and Turkey on the other hand, is going to save the world from communism is such a miracle that it would take a far greater prophet than Professor Burnham to make it seem credible. There is one point on which I completely agree with the professor: democracy must go on the offensive everywhere in the world. It is on the nature of this offensive that democrats must differ with him.

Democracy has been eloquently defined recently by Secretary Marshall. His definition automatically excludes the Kuomintang, the Peronistas, the Falangists, the Greek profiteers and the clique ruling Turkey today. An alliance with or a bolstering of these groups can never be part of a democratic offensive. Fascism in whatever form it may exist can never be used as a tool to further the cause of democracy or as a successful weapon against communism.

The longer people like Professor Burnham advocate the building of an American empire based even in part on feudalism, oppression and neofascism, the sooner will the winds

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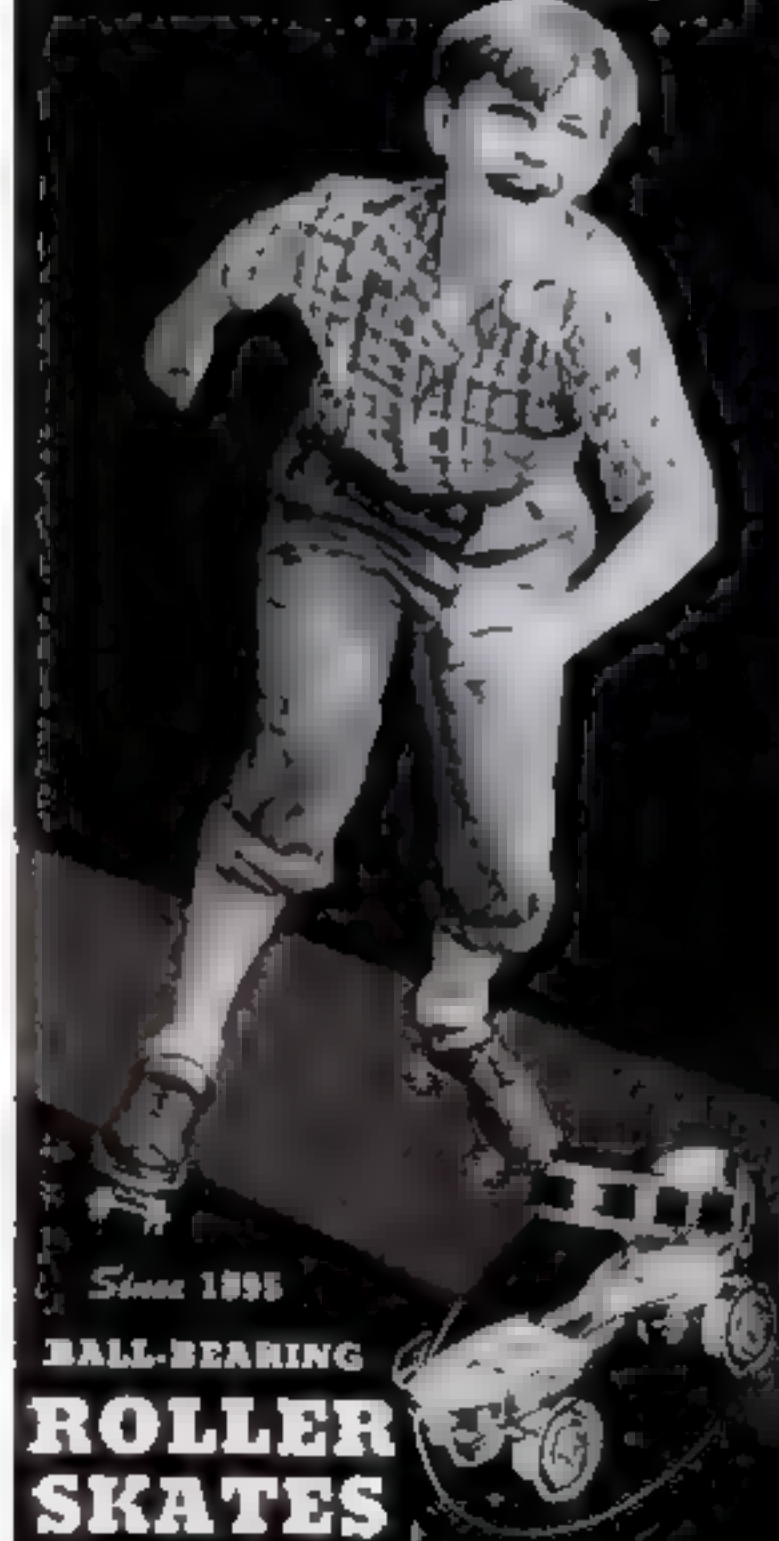
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CONTINUED ON PAGE 11

"I think it's a fine idea to pay salaries to wives!"

TEASED ELSIE, THE BORDEN COW



"Who, I repeat WHO, said anything about paying wives salaries?" roared Elmer, the bull. "Salaries for *what*? For interrupting a guy in the middle of his work?"

"But, dear," said Elsie, "I thought you said—"

"Don't *dear* me, woman!" snapped Elmer. "I said—and I'll say it again—if husbands paid wives the way bosses pay husbands, maybe there'd be more work done in *homes* from 9 to 5!"

"Could be," agreed Elsie. "But who'd get the breakfast *before* 9? And what husband wants to start the day without his cereal—especially if he has glorious, cream-in-every-sip Borden's Homogenized Vitamin D Milk to go with it?"



"Keep Borden's Milk out of this!" ordered Elmer.

"How *can* I, dear," asked Elsie, "when, penny for



"Get back on the main line," thundered Elmer.



"Suppose women *do* flutter around a bit in the morning, they have the rest of the day to do with as they please."

"Oh, husbands are *really* funny," laughed Elsie. "Who do you suppose plans the meals, shops, keeps house and children clean, mends the—"

"Aw!" belittled Elmer, "I could toss that off with my left hand."

"*That*," said Elsie, "I will have to see. Suppose you *tax* off supper for Beulah and me."

"Oh, no you don't!" snarled Elmer. "I'm through work at 5."

"See!" giggled Elsie. "If women were through at 5, husbands would have no suppers. And none of those

fluffy golden omelets and soufflés, none of the zippy Welsh rabbits women love to make with that heavenly cheese food, Borden's Chateau!"

"Don't tell me," sneered Elmer, "that you—personally—make all the Borden's Fine Cheeses?"

"No, indeed," answered Elsie. "It takes a very special skill to make cheese food with the beautiful



smoothness and mellow mild Cheddar flavor Borden's Chateau has! Why, I'd *never* learn to blend a cheese so that it would slice, spread, or melt like Chateau does!"

"Slice, spread, melt! Boy, is this *rich*!" chortled Elmer. "The woman's gone through a whole ad, and hasn't said good once!"

"Do I need to say it, dear?" teased Elsie. "Everybody knows—if it's Borden's, it's *GOT* to be good!"



penny, milk is your best food buy these days? It's jam-packed with body-building nourishment—vitamins, minerals, precious proteins—"

"Who's talking about your precious proteins?" asked Elmer. "I was talking about the precious *time* gad-about wives waste."

"Waste?" gasped Elsie. "I'm sure no sane housewife would waste a single drop of Borden's Homogenized Vitamin D Milk. It tastes so wonderful, and there's a full day's supply of Vitamin D in every quart."



*-if it's Borden's,
it's got to be good!*

Tune in the Ginny Simms Show! Music! Comedy! CBS, Friday—9 P. M., E. S. T.

© The Borden Company

IT PAYS

to Keep your Engine

Mobiloil Clean



ABOVE — Piston from popular make car after 17,000 miles' service with "just oil." Note surface coated with power-wasting deposits that lead to wear, high gas and oil consumption—costly repairs.

★ ★ ★

LEFT — Same piston after 2,000 additional miles with New Mobiloil. Positive proof of amazing cleaning properties that make engines freer of deposits which waste fuel, oil, power—keep parts better protected.



Summerproof Your Car - and Change to



"Your car needs Spring protection, too"

Your Mobilgas dealer "Spring-cleans" the engine — replaces dirty winter oil with New Mobiloil for smoother, more economical performance. Then there's clean, tough Mobiloil Gear Oil for gears—scientific Mobilubrication for

chassis—special protection for radiator. Topped off with a complete safety check-up! Get a head-start on heat—Summerproof now!

SOCONY-VACUUM OIL CO., INC., and Affiliates: Magnolia Petroleum Co., General Petroleum Corp.

TUNE IN THE MOBILGAS PROGRAM — MONDAY EVENINGS, 9:30 E.S.T. — NBC

WORLD'S LARGEST-SELLING MOTOR OIL — *At the Sign of Friendly Service*

NEW Mobiloil



BREAKFAST TEMPTER WITH A PLUS!



PLUS!
SUNSWEET HELPS
REGULARITY,
TOO!

SUNSWEET PRUNE JUICE



Prepared and distributed by the
makers of Mott's Fine Fruit Products

LETTERS TO THE EDITORS

CONTINUED

howl through the ruins of Rockefeller Center.

JOHN H. LEHNERT
Cambridge, Mass.

Sirs:

... LIFE apparently intends to lick the authoritarians by joining them. We softheaded liberals could never have thought of anything so clever.

G. A. EWING
New York, N.Y.

Sirs:

Burnham's past predictions should be inquired into deeply, for he has proved that he is usually about 90% wrong even when predicting from one year to the next, let alone 15 years in advance.

For example in 1941 in his *The Managerial Revolution*, Burnham predicted that 1) Germany, Japan and the U.S. would come out as the chief powers after World War II; 2) Russia would be absorbed by Germany in that war; 3) the New Deal would end in a managerial dictatorship, and there would be no more "presidential elections after 1944. It is rather obvious by now that Mr. Burnham's so-called scholarship and powers of prediction are open to serious question. . . .

I am a veteran of World War II, having served 21 months in Italy. Should there be another war I will be among the first called, due to my special training in photographic intelligence. It is obvious, then, that I have a very special interest in maintaining the peace. Russia is an awfully damn big place to photograph.

DERWARD H. DYCHÉ
New York, N.Y.

Sirs:

... Makes me sick at my stomach. . . .

U. E. BAILEY
Oakland, Calif.

Sirs:

... Stark, staring, raving mad.
PAUL E. CHLEO
Highland Park, Mich.

●For further comment on Mr. Burnham's book, see this week's Editorial.—ED.

Subscription rates: U.S., Alaska, Hawaii, Canada, Newfoundland 1 yr. \$5.50; 2 yrs. \$10.00; 3 yrs. \$14.50. LIFE International edition, fortnightly for Canal Zone, Puerto Rico, Virgin Islands 1 yr. \$4.50; all Pan American Postal Union Countries, 1 yr., \$6.00; United Kingdom, 1 yr. \$8.00; all other countries, 1 yr., \$7.50.

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FIBBER McGEE and MOLLY—famous radio comedy team heard every Tuesday night on the NBC network for Johnson's Wax—say:



"We wax enthusiastic over our Scripto pencils"

Last minute changes make radio rehearsals a spot for a pencil you can depend on. That's why Fibber McGee and Molly bring Scripto pencils to the studio. The Scripto mechanical pencil is always ready to write. Each long 4-inch lead averages 22,000 words. A twist of finger and thumb keeps the point a constant length. No wonder Scripto pencils are preferred by professionals in every field. They should be your choice for smooth uninterrupted writing no matter what your work. You'll enjoy their convenience at home, too. In their brilliant colors, they make exciting gifts for school children. And they can be imprinted for company identification or advertising purposes.

Scripto

PENCIL of the PRO'S

Arrow indicates
refill signal visible
through jewel-like
translucent barrel
of model illustrated.
Also in opaque plastic.

20¢

You can renew the lead and eraser in a Scripto pencil in a few seconds with long, strong Scripto refill leads and snap-in erasers. Keep a pack of each within your reach.

10¢

(U.S. prices shown)





SPEAKING OF PICTURES...

... CALIFORNIA KIDS DO SOME PLAIN AND FANCY BARREL JUMPING



When it is one day old, a goat can walk. When 2 days old, it can run, though rather shakily. When it is 3 days old, it starts jumping and almost never stops jumping until the day it dies. The kids on these pages live on the Bryson ranch in Tarzana, Calif. They are only a few weeks old but they are already

past masters of the art of leaping. Using a barrel as a hurdle, they balance on hind legs and leap fiercely, slanting off like some pagan demigod. Sometimes they pull their legs up and sail sedately through the air, sometimes they twist off at an angle. Executing big jumps, they clear the barrel by a yard.

The wild, leaping antics of the goat gave it a bad name in legend. Early religions believed goats possessed devilish and wicked spirits and made them the traditional victims for their sacrifices to the gods. But Arabian legend treated the goat generously, giving it full credit for discovering the coffee bean.

It Shouldn't Happen to a Dog!



COME OUT OF THERE,
DENNY! THAT ROVER
ROUTINE OF YOURS
ISN'T SO FUNNY!

IT ISN'T FUNNY AT ALL,
DREAM-BEAM! BUT YOU
PUT ME IN THIS DOGHOUSE!
AND I'M STAYING HERE UNTIL
YOU TELL ME WHY!

DENNY I DO HAVE
A BONE TO PICK WITH
YOU, BUT BAD BREATH IS
PRETTY HARD PICKING!
ASK YOUR DENTIST,
WON'T YOU, HONEY?

TO COMBAT BAD BREATH I RECOMMEND
COLGATE DENTAL CREAM. FOR SCIENTIFIC
TESTS PROVE THAT IN 7 OUT OF 10 CASES
COLGATE'S INSTANTLY STOPS BAD BREATH
THAT ORIGINATES IN THE MOUTH!

COLGATE'S ACTIVE PENETRATING FOAM GETS
INTO HIDDEN CREVICES BETWEEN TEETH —
HELPS CLEAN OUT DECAYING FOOD PARTICLES —
STOP STAGNANT SALIVA ODORS — REMOVE
THE CAUSE OF MUCH BAD BREATH

LATER—Thanks to
Colgate Dental Cream

IT COULDN'T HAPPEN
TO A POOCH
BUT THAT, I THINK,
IS CALLED A SMOOCH!

**COLGATE
DENTAL CREAM**
Cleans Your Breath
While It Cleans
Your Teeth!



Use
COLGATE DENTAL CREAM
twice a day
and before every date!

SPEAKING OF PICTURES

CONTINUED



7-WEEK OLD KID TAKES HEADER OFF BACK OF LAWN CHAIR

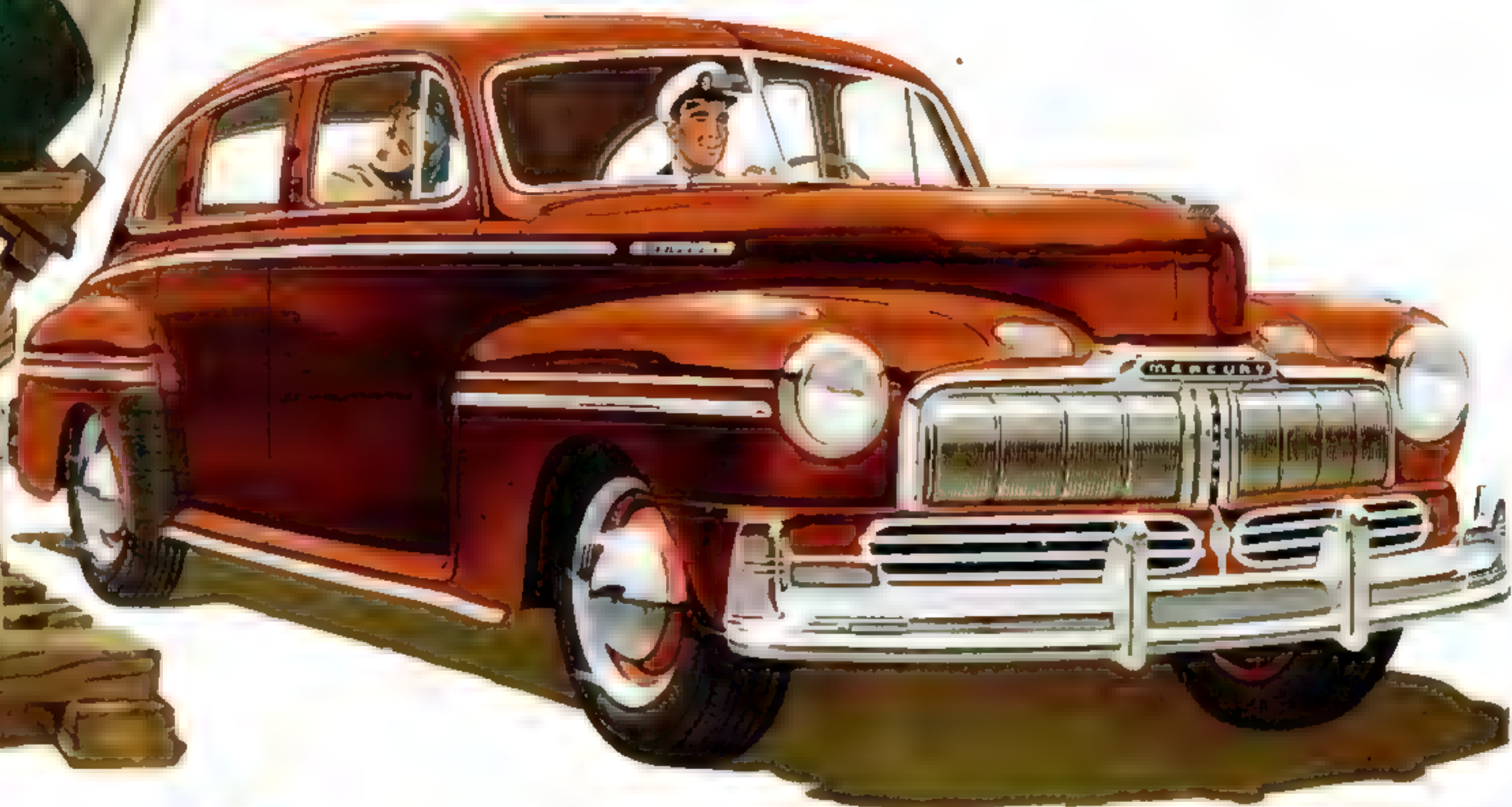
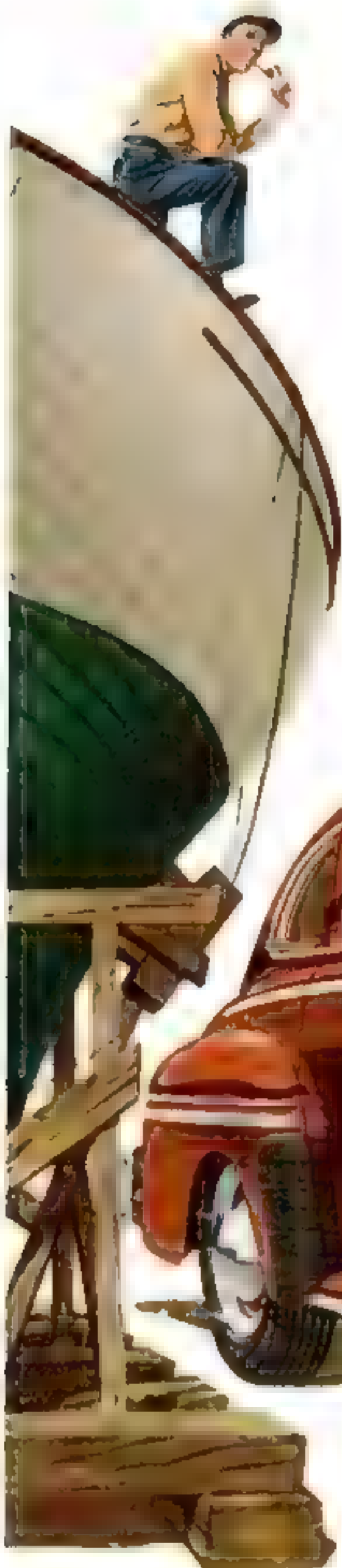


THREE KIDS PLAY KING OF THE MOUNTAIN ON A BARREL



PLAYFUL RIVALS TRADE BUTTS FOR POSSESSION OF RAMP

More OF EVERYTHING YOU WANT
WITH *Mercury* for 1947



The Mercury 1947
Tawn Sedan



Graceful as a yacht! Always so smooth—so easy to handle—such satisfaction to be in and be seen in—Mercury now gives you *even more of everything you want!*



"Smarter inside!"

Famous among young moderns as *the* smart car, Mercury outdoes itself for 1947 with a

newly designed interior that's as beautifully blended as a custom job. It's two-toned—and the all-over effect is one of lasting, classic beauty.



"Smarter outside!"

Beginning with the front grille, the 1947 Mercury look is more massive, lower, sleeker than ever. Each contour compliments all the others—every line spells *more style*.

And the new Mercury is as lively as ever. For passing, or for eating up those long open



"Full of life!"

stretches, or for getting there *more easily*, Mercury lives up to its reputation. For all-around performance, for more beauty inside and out—the smart choice for '47 is Mercury!

MERCURY · DIVISION OF FORD MOTOR COMPANY

Hoover

REG. U. S. PAT. OFF.

"Great Name" in cleaning



Popular-priced Hoover Model 28. Cleaning tools and Mothimizer in handy kit.

More than ever people buy this electric cleaner because it has that friendly, familiar, trusted name—the "Great Name" in cleaners.

The Hoover name, in nearly 40 years, and through more than 6,000,000 cleaners made and sold, has come to be the accepted standard of value, workmanship, cleaning ease and efficiency. It is preferred two-to-one over any other make.

Won't you, too, feel prouder in saying, "Oh, yes, of course I bought the Hoover Cleaner!"

THE HOOVER COMPANY

North Canton, Ohio. Hamilton, Ontario, Canada

It beats... as it sweeps... as it cleans*

The unique triple-action cleaning principle, made famous by Hoover.

A COMMUNICATION

"STEEL'S TOO CHEAP"

Industrialist disagrees with LIFE Editorial which called for a reduction in steel prices

by HAROLD J. RUTTENBERG

Three weeks ago LIFE published an editorial which advocated that the price of steel be lowered in an effort to check the current inflationary spiral of all prices. Exception to this view is taken in the accompanying statement by Harold J. Ruttenberg, for 10 years research director of the United Steelworkers of America, C.I.O. Today he is vice president of the Portsmouth Steel Corp.

LIFE agrees with Mr. Ruttenberg that the world is dangerously short of steel. However, the traditional reluctance of steel men to increase capacity in the face of a small anticipated profit margin stems largely from the "boom and bust" nature of the steel economy, which has created big deficits for steel companies in depression years. A lower price for steel now, as LIFE sees it, would do more than any single thing to forestall the next depression and thereby do more to justify an expansion of capacity than would an immediate increase in profits.



HAROLD J. RUTTENBERG

Steel is too cheap and therefore the U.S. and the world are starving for lack of it. Steel is truly a precious metal, yet it is the lowest-priced indispensable commodity in the U.S. today. You can buy it in raw form (ingots) for less than 2¢ a pound, and in finished form (sheets) for less than 4¢ a pound. Zinc in raw form costs five times as much as steel, lead and aluminum seven times as much, and copper ten times as much. Most of the other indispensables sell for more than steel.

The editors of LIFE say, "The price of steel should be cut," yet

they advocate that the U.S. should assume world leadership. The two do not go together. The U.S. needed more steel than it had in 1940—much more—to wage and win a world war, and it needs more—much more—steel than it has in 1947 to assume world leadership and succeed in it.

I say that the price of steel should be raised a cent a pound. This is the stimulus that is needed to raise the U.S.'s effective ingot capacity to 100 million tons a year—the minimum needed in the next decade to keep the U.S. prosperous and to rebuild the war-devastated world.

Some spokesmen for the steel industry assert that by the end of 1947, if not sooner, steel demand and supply will be in balance; in fact, for many steel products orders will be short. Are they right? I say, "NO!"

Remember the previous forecasts of these "spokesmen for the steel industry." In 1940 and 1941 they asserted that the industry's ingot capacity—81.6 million net tons—was adequate to meet war needs. Their error was emphasized by the feverish rush with which 13.9 million tons of new ingot capacity had to be installed while the war was being prosecuted. In 1944 and 1945 they asserted that the war-expanded industry's ingot capacity of 95.5 million tons was more than necessary to meet postwar needs, that the steel industry would be lucky to run at much more than 70% of capacity at war's end. With these assertions as guides many large and many new and small steel consumers planned, engineered and got under way with expansion of old lines and new products—only to be halted abruptly by the shortage of steel.

It is this shortage that is fanning the flames of inflation; a cent more for steel is peanuts (inflationwise) alongside this domestic and export shortage. It is this extra cent that I believe will make steel profitable enough to stimulate the needed expansion of at least 10 million annual tons of steel-ingot capacity.

When will steel be plentiful? Some steel-industry spokesmen say that it will be by 1948, even with top business activity. If there is a cyclical recession in business there will be plenty of steel—and plenty of everything else too. But the steel spokesmen, naturally,



Rather battle a boa than shave?

DOES YOUR face hurt after every shave? Do you squirm when you think of shaving?

Then you have that combination so

often found among husky he-men—wiry whiskers and tender skin. That can make every shave a pain. But it needn't. Not if you remember that...



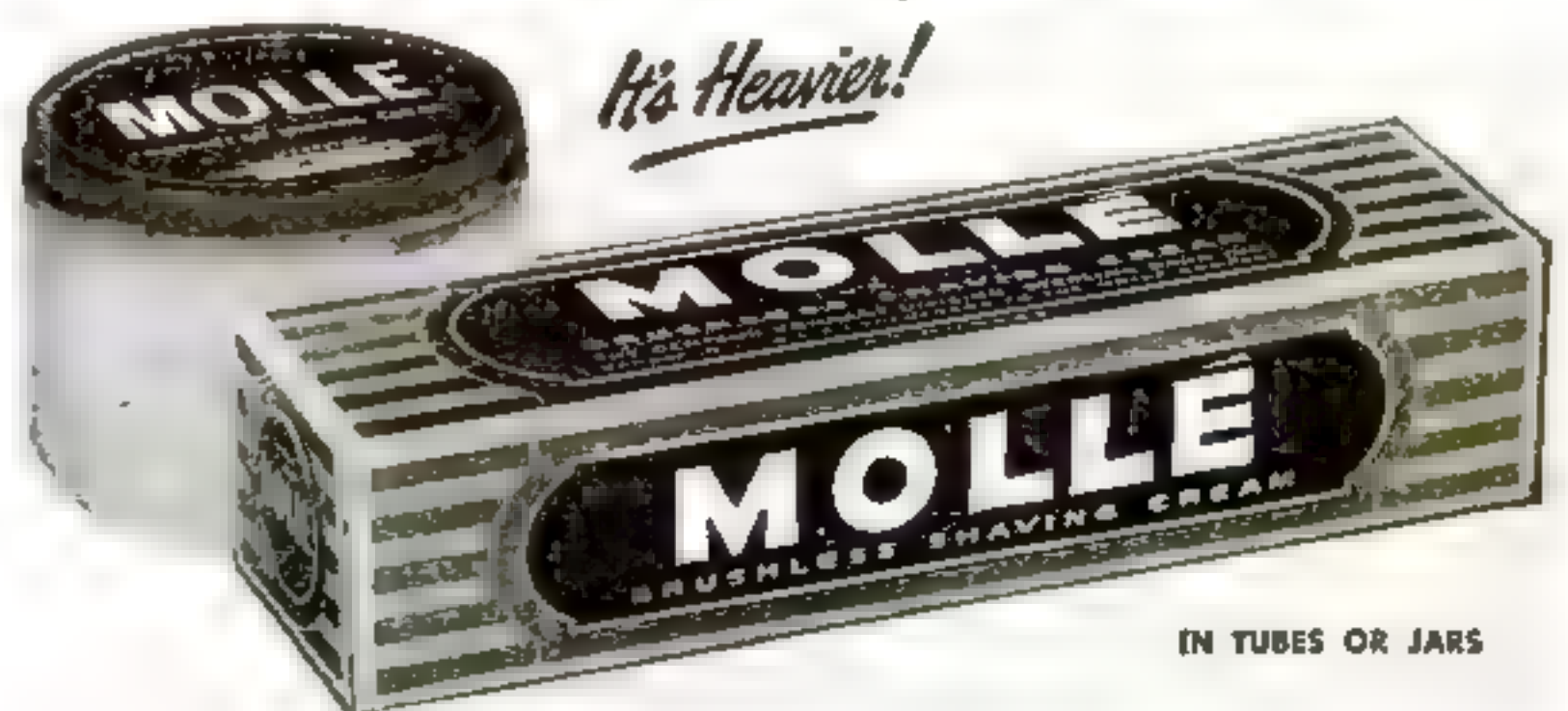
You need a heavier cream to shave a tender skin!

MOLLÉ is a heavier cream... a brushless cream. It's more than a match for the toughest beard. It overpowers a lighter one.

Being heavier, Mollé not only softens whiskers, it holds 'em up

straight—so your razor whisks cleanly through 'em.

You shave faster, you shave closer, you shave easier, and you shave painlessly when you use Mollé. Try it. Pronounced "Mo-lay."



IN TUBES OR JARS

CONTINUED ON NEXT PAGE

Are you really
sure of
your present
deodorant?
Test it against
Fresh

See for yourself
why more and
more women are
switching to
Fresh—the new
cream deodorant
they find the
most effective
and so gentle

Use FRESH and be Lovelier to Love

Lovely to know . . . that you can really rely on *Fresh*. *Fresh* contains the most effective perspiration-stopping ingredient known to science!

Lovely to use . . . creamy *Fresh* stays smooth . . . never greasy, gritty or sticky . . . doesn't dry out.

And gentle . . . *Fresh* contains a patented ingredient that makes it gentle to skin, safe for fabrics.

No wonder . . . more and more women are switching to *Fresh*.

© 1947, The Placem-Craft Corporation, Inc.



STEEL CONTINUED

are not depending on a recession to make their forecasts come true. They are prepared to stand by their figures in a period of top demand. I say they are wrong.

The industry's present practical capacity of 91 million net tons of steel ingots is inadequate to meet the demands of U.S. steel-consuming industries when running at top operations and when coupled with minimum world steel requirements.

What the U.S. needs—what the world in which the U.S. has become the largest industrial nation needs—is a steel industry that can produce 100 million ingot tons of steel a year. And the need is now, not 1950 or 1955. The U.S. and the world will be cryingly short of steel this year, next year and the year after unless we run into a catastrophic depression.

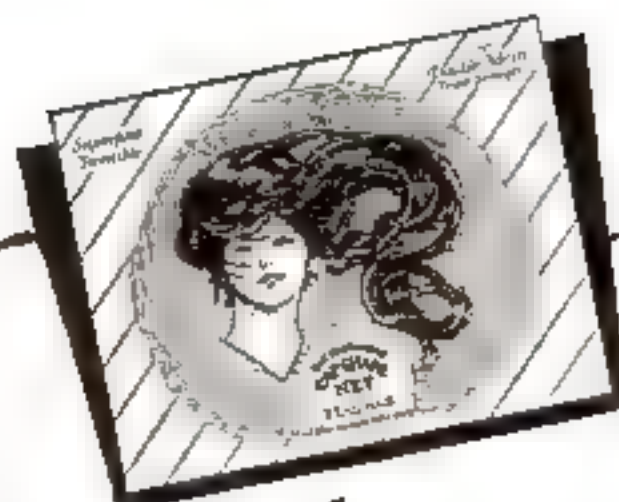
Look at the world. In 1940 the world produced and consumed 156 million ingot tons of steel. Sixty-seven million tons came from the U.S., 89 million from the rest of the world. Today steel output in other countries is at least 30 million tons below 1940 output. With the population growth and war-created steel requirements since 1940, the world needs in 1947 at least as much steel as in 1940. There is only one country that could supply this deficiency and that is the U.S., and it cannot do so under present conditions.

Germany produced 28 million tons of steel in 1940. What little is currently being produced (the argument is whether it should be 7 or 11 million tons) is not going to be exported to Latin America and other countries. It is going for local or Russian use. Japan is also producing no steel for export.

I cannot see how the U.S. can take up this burden . . . export steel and still supply its own needs, which have greatly expanded since 1940, with only 91 million tons of capacity.

Britain cannot help, as she cannot today make the 14.5 million tons of steel she produced in 1940. Nor France its 6 million tons of 1940; nor Italy its 3 million tons of 1940; nor Belgium-Luxemburg their 4 million tons of 1940. In fact these countries sorely need U.S. steel today and they will need it for some time ahead. Russia cannot today produce the 22 million tons of steel she

CONTINUED ON PAGE 1



*"The best
is always
the cheapest"*

VENIDA *The Guaranteed* HAIR NET

MADE OF GENUINE HUMAN HAIR
FOR PERFECT MATCH

ALL COLORS **20¢** (white, grey, purple, 25¢)

fits better • looks better • lasts longer

If your dealer cannot supply you, send us \$1.00 for 5 Venida Hair Nets (\$1.25 if white, grey, purple). State color, shape and size desired, and your dealer's name and address.—Rieser Co., Inc., 119 W. 40th St., New York 18.

Scene In Better Boudoirs



Filmy Nu-Maid nylons are included in wardrobes of well dressed women everywhere, because they flatteringly fit every leg . . . every costume . . . every occasion. In scintillating spring shades—at all leading stores

NU-MAID HOSIERY MILLS, INC.
Empire State Bldg. N. Y. C.

Big as its Stars!

SPENCER

KATHARINE

ROBERT

MELVYN

TRACY · HEPBURN · WALKER · DOUGLAS

The Sea of Grass

M-G-M's MIGHTY DRAMA OF ACTION AND EMOTION!

A man who loved as ruthlessly as he ruled.

A woman whose indiscretion cost a lifetime of happiness.

A boy who was born without a name and became a killer.

And the schemer who loved unwisely.



PHYLLIS THAXTER · EDGAR BUCHANAN · HARRY CAREY · RUTH NELSON
ROBERT ARMSTRONG • Directed by ELIA KAZAN • Produced by PANDRO S. BERMAN

Screen Play by MARGUERITE ROBERTS and VINCENT LAWRENCE • A METRO-GOLDWYN-MAYER PICTURE

new FLEXNIT figure flatterers!

—never anything just like them before
NEW streamlining styles!

Amazing NEW
featherlight fabric
containing NYLON!

- ★ "Light-as-air", porous.
- ★ Runproof! Long-wearing.
- ★ Stretches in every direction, comfort never possible before.
- ★ Holds shape beautifully.
- ★ Washes easily, won't shrink.

Gorgeous new colors!

Left, YOUTHFUL GIRDLE, No. 3081. Amazing new Flexnit material, satin lastex panels. Non-roll top. 4 detachable garters. Talon Zipper. Nude pink.

Below, PANTIE GIRDLE, No. 3077. A light, amazingly comfortable flatterer. New Flexnit material, and satin lastex panels. Detachable snap-on crutch—4 detachable garters. Nude pink.

Above BRIEF, No. 3076. Wonderful for summer and sports. New Flexnit featherlight fabric, and satin lastex panels. Light elastic at legs and crutch for comfortable snugness. Lovely colors—blue caress, carnation white, nude pink.

Right, GARTER BELT, No. 3072. Fashion editors raving about it. New Flexnit fabric, satin lastex panel. All one piece, fits like your skin. 4 adjustable garters. Petal colors—blue caress, carnation white, nude pink.

Surprisingly low-priced—see them now!
Write for name of store nearest you, to—
FLEXNIT, 200 Madison Ave., New York 16

FLEXNIT

STEEL CONTINUED

made in 1940. As she rebuilds parts of the European steel capacity that Hitler once controlled, Russia will consume all the steel she controls. To America alone falls the load of supplying to other countries the steel these mills once supplied.

Look next at U.S. steel needs. The motor car, the freight car and the pipeline—all three are supplied with steel by the same mills. As the pressure for railroad equipment grows, steel is withdrawn from autos. The auto sheets go to freight-car plates. And as the pressure grows for gas and oil lines, car plates will go to pipe lines. It is a terrible circle and it is caused by an undercapacitated steel industry. Most U.S. industrialists can supply examples of the dire shortages of steel in almost all forms.

Look at the history of U.S. steel capacity. It rose from 24 million tons in 1901 to 64 million in 1921, a rise of 40 million net tons in 20 years. In the next 20 years, retarded by the stagnant 1930s, America's steel capacity rose from 64 million tons in 1921 to 85 million in 1941, a rise of 21 million net tons.

This is half of the growth of the previous 20 years, yet America's population—of people, dollars and industries—kept growing and expanding at much more than half of the rate of 1901-21.

In the following six years, despite the terrific impetus of the war, steel capacity has risen only 6 million net tons, from 85 million tons in 1941 to 91 million maximum in 1947.

And did Americans reproduce themselves in these six years? They did! Their steel needs are prodigious. They cannot be satisfied with only 91 million tons of steel. One hundred million tons of steel ingots is the minimum annual capacity necessary for America to play a world role and not starve its own economy for steel at the same time.

There are two ways to get this increased capacity of around 9 million tons a year, or 750,000 tons a month. One is to get it the way we got a majority of the wartime steel expansion—have the federal government do it.

The other and better way is to take free enterprise off the speaker's rostrum and put it to work. This will make steel profitable enough to make the expansion of present ingot capacity a good risk. At less than 4¢ a pound, steel expansion is too risky. Make steel a 5¢ commodity (a good cigar

WHAT A SHAME NOT TO KNOW— bleeding gums may mean GINGIVITIS



4 out of 5

May Get It. A Sly Enemy of
Firm Gums and Handsome Teeth!

If your gums bleed—even a wee bit—when you brush your teeth—GET BUSY!

Tender, bleeding gums are often some of the first signs of Gingivitis—a mild gum inflammation but a decided enemy of handsome teeth and firm gums.

When neglected—Gingivitis often leads to Pyorrhea with its loosening teeth and receding gums which only your dentist can help. See him every 3 months. Then do this at home—

Help Gums Be Firmer—
Teeth Naturally Bright

Massage your gums and brush your teeth twice daily with Forhan's Toothpaste—the remarkable formula of Dr. R. J. Forhan—made especially for both massaging gums to be firmer and polishing teeth to their natural bright lustre and sparkle.

Even after the first trial with Forhan's—notice the DIFFERENCE. Your gums feel so invigorated. Your teeth look so sparkling clean. It costs no more than ordinary toothpaste. So change to Forhan's today. Buy a tube at any drug, dept. or 10¢ store.

NO HARSH ABRASIVES IN FORHAN'S!

use
Forhan's
with massage

FOR FIRMER GUMS—CLEANER TEETH

CONTINUED ON PAGE 21

UNITED STATES RUBBER COMPANY

SERVING THROUGH SCIENCE



IT'S SPRING-IT'S OUTDOORS-IT'S KEDS!



The "old man" knows Keds make rough going feel like softest turf. "Chips" finds Keds as easy walking as going barefoot.
The Climber, with Arch Cushion.

Keds belong in your family life; a day's more fun when everybody can just forget their feet. Keds Scientific Last lets muscles, arches, bones, rest as they walk in freedom, with complete protection. Take a tip from the kids—Keds! Or remember your own childhood, when Keds gave you tireless pleasure underfoot, outdoors.



Firewood is where you find it—Keds help out in scouting, shinnying up trees, or squatting to puff a spark into flame. Keds make footwork fun.
The Scorer. Plenty of ground grip.



Daughter teaches badminton—and Keds make for star performance here—as in all sports, and all kinds of fun for everybody.
The Gymster. Snug lacing to toe.



Who wins the dash for ice-cream cones? Father and son finish even in Keds. Men are boys for foot-comfort on days off.
The Cross-Courter, with Arch Cushion.

U.S. Keds



REG. U. S. PAT. OFF.

The Shoe of Champions

Only Genuine Keds have these Features:

KEDS SHOCK-PROOF ARCH CUSHION
absorbs jars and jolts—helps avoid overstrain and fatigue. A Keds feature famous for years.



KEDS SCIENTIFIC LAST
Is designed to fit growing feet; allows full toe play. Gives straight line toe action. Barefoot freedom with protection.

HYGIENIC KEDS have breathable uppers; they're kept clean and odorless—the right way. Wash them like socks in plain soap and water.

They're not Keds unless the name Keds appears on the shoe



Burned-out Telephone Exchange replaced in **11 DAYS!**

HERE'S HOW BELL SYSTEM TEAMWORK
MADE IT POSSIBLE



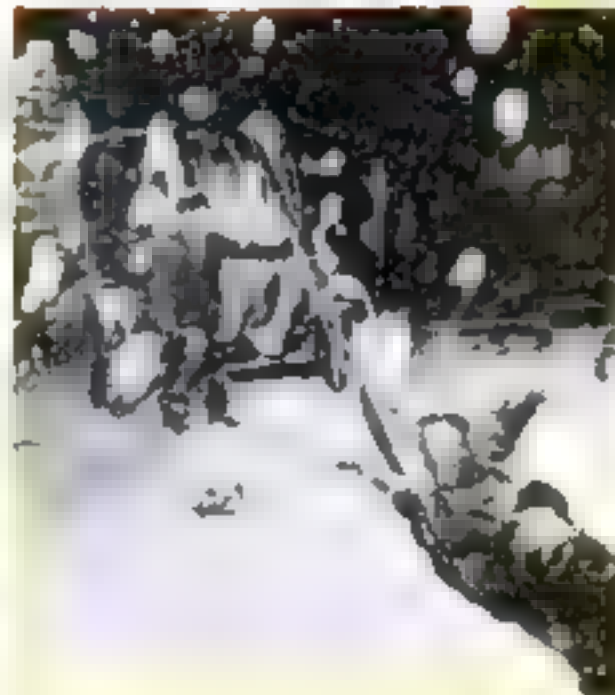
2 A. M. DEC. 14, 1946: 10,000 Bell telephones, serving six communities in suburban Chicago, suddenly go dead when pre-dawn blaze completely destroys River Grove central office. Illinois Bell Telephone forces rush to scene—start work to restore service—FAST!



6:30 A. M.: As fire rages, Chicago Distributing House Manager of Western Electric—Bell System supply unit—alerts his organization by mobile radio; orders equipment.



8:30 A. M.: Engineers and service units at Western Electric plant, Kearny, N. J., where drawings of all Bell System manual exchanges are on file, confer by phone with Illinois Bell engineers, help plan new exchange.



10:00 A. M.: Illinois Bell Telephone men start pulling in cable from emergency stocks—work day and night—to provide service for emergency calls.



2:30 P. M.: First of 113 reels of cable—half of them made to order—start rolling from Western Electric Hawthorne Works, Chicago. Thousands of other items of telephone apparatus flow out in step with installation schedules.



3:00 P. M.: Switchboard replacements leave the Kearny Works. Cable, power equipment, tons of apparatus follow by fast trains, chartered trucks and planes.



DEC. 17: Working 36 continuous hours, Western Electric Kearny Works manufactures and ships 30 reels of special cable containing 20,000,000 feet of wire.



DEC. 19: Western Electric installation crews on job since morning of fire now total 169 men—connect subscriber lines to new switchboards in Quonset huts set up to house exchange.



CHRISTMAS MORNING: In 272 hours, Illinois Bell and Western Electric people have created a new central office containing 7,000,000 feet of wire and 1,000,000 soldered connections. Service restored to 10,000 subscribers. Normally, such a job would require months.

The River Grove job is typical of what happens whenever disaster strikes at Bell telephone service. One reason why such speed is possible is that Western Electric—manufacturer-supplier of telephone facilities—is an integral part of

the Bell System team. Year in, year out, the same time-tested ability, standardization of parts and methods, and Bell System teamwork give you the world's best telephone service at the lowest possible cost.

MANUFACTURER...

of 43,000 varieties of telephone apparatus.

PURCHASER...

of supplies of all kinds for telephone companies.

DISTRIBUTOR...

of telephone apparatus and supplies.

INSTALLER...

of telephone central office equipment.



A UNIT OF THE BELL  SYSTEM SINCE 1882

STEEL CONTINUED

or even a bad one cannot be had for a nickel today) and the increased profit potential will stimulate the building of new steelmaking facilities. To cut steel prices or to peg them at present levels is to stagnate the industry's growth.

Now for the inflation fear. It is a legitimate fear but, I think, an unwarranted one. Take a washing-machine manufacturer. He is making an automatic washer that retails around \$300 but if he had more steel he could increase his volume and retail the machine for less. He could afford to pay that extra cent to get the steel to increase his volume and still cut his unit costs and prices. I think the same thing is true of autos.

How about the fear of making steel profits too high? Over the long pull the steel industry has been a notoriously poor money-maker, and when it has a good profit year the public gags. General Motors can make \$200 million a year and not create much more than a murmur from the public and a speech from Walter Reuther. But let U.S. Steel make a \$100 million (it should earn more than General Motors because its capitalization is twice as great) and the public shouts "monopoly" and Philip Murray (my old boss) rises in righteous indignation over "the greed of corporate wealth."

The U.S. was made great from 1880 to 1920 by a steel industry that made good profits and incurred big losses in panics like 1893 and 1907. To make America great as a world power a steel industry that makes good profits is essential. Today there is a big and powerful steelworkers' union to prevent the steel profits from reaching the high levels of Andy Carnegie's days. So do not begrudge the steel companies the profits they may make on 5¢ steel; they will not all stay in the corporate tills.

The important thing is to make the U.S. strong enough industrially to maintain her leadership in the modern industrial world. It cannot be such a power unless it has enough steel to run its own industries at top levels and supply the world steel needs at the same time. To do this, I think, will take at least 100 million ingot tons of steel a year.

What America and the world need is good nickel-a-pound American steel ingots in finished forms.

"You in on the Wunderhose secret?"



"My girls call Wunderhose the 'family' stocking because there's a special style for each one, from Mother right down to the youngster!"

Yes, it's true—there's a choice of full-fashioned, tailored seam, seam-free Wunderhose for Mother. There are our special slim-leg styles for the teen-age girl. And of course, Wunderhose bobby socks are a great favorite with the little girls, and with the big girls as well. For your family stocking-shopping, the Wunderhose habit is smart and economical.

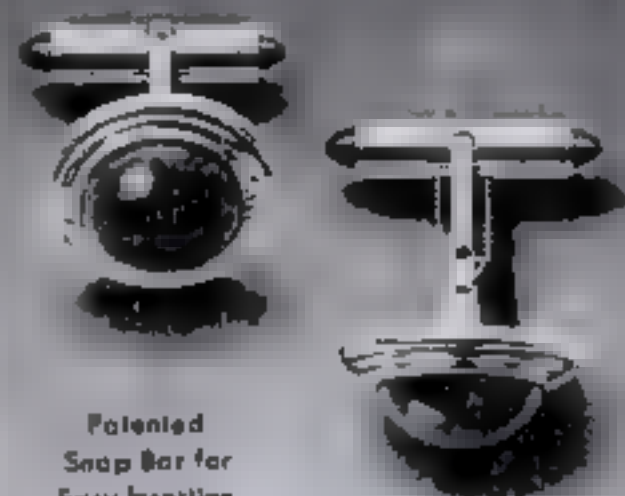


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THE GIRLS WHO MARRIED TWIN BROTHERS



A GAME
OF GIN?
THAT'S MY
TWIN!

"YOU'D BE surprised how different twins can be. The twin I married always plays gin rummy. Can't see why his brother goes for bridge. But they do agree that TruVal shirts are 'aces.' I do too. TruVal shirts are made well; they're Sanforized (won't shrink over 1%) and their price is right down-to-earth. Smart looking? See for yourself. That's a TruVal white broadcloth he's wearing."



MY TWIN'S
AN ACE
OF
HEARTS!

"MY TWIN and his brother sure feel different about cards. Mine's a bridge fiend ... claims that gin is just a matter of luck. But on one thing they're really alike: both check on TruVal shirts. So do I. I like those long-wearing TruVal fabrics — and the easy-on-the-purse prices. He says that TruVal sport shirt I got him feels as good as it looks. I say TruVal sport shirts make him look like a million!"

THEY BOTH LOVE TRUVAL SHIRTS!



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Sport shirts..... \$2.75 \$2.99 \$3.50 and up



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National Guard



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Today, a new National Guard is forming. A mighty volunteer force for right, it builds anew upon the rich traditions of a free people. Its single aim is to assure the Peace it did so much to win.

ITS HISTORY IS THE HISTORY OF AMERICA

Units of the National Guard are as old as the Nation. Their history is as vivid. The 15th Infantry Regiment fought with Washington. Men of the 36th Division defended the Alamo. The gallant 28th earned lasting glory in the Argonne.

During the recent war, Americans thrilled to the exploits of Guardsmen from every state of the Union—from your state, from your home town.

National Guard units attained a World War II total of 88 Presidential Unit Citations. Individual Guardsmen won 14 Congressional Medals of Honor and more than 10,000 other decorations including Distinguished Service Crosses, Distinguished Flying Crosses, Legions of Merits, Silver Star Medals and Bronze Stars!

MODERN MINUTE MEN

The new National Guard will be made up of skilled volunteers. They must meet physical and professional requirements identical to those of the Regular Army. They will be men of the same stuff as their famous forebears—Ethan Allen and Daniel Boone and George Rogers Clark.

National Guardsmen will receive training with the most modern Regular Army equipment. They will be taught by experienced, combat-tested personnel using advanced instructional methods. In every way the training program will be on the same level as the Regular Army's.

The National Guard will be at all times ready for immediate mobilization. In emergency it stands shoulder to shoulder with the Regular Army. It is an M-Day Force—a trained Force of patriotic Americans—ready on instant notice to leap to the defense of home and country.

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YOUR RESPECTED FRIEND AND NEIGHBOR

He lives at home. With his friends he trains one evening a week and two full weeks in the summer. While training he receives full Regular Army pay. Often, this training increases his earning power.

He has considerable opportunity to choose the kind of training he desires. Radar, radio, signaling. Eight to nine different types of ordnance. Automotive and aircraft maintenance. Air operations. Office management. Meteorology and weather forecasting. Basic medical subjects.

Honor the National Guardsman! He is your kind of folks—your neighbor, an American who respects himself and his citizenship and is doing something about it!

Many employers are performing a valuable public service by granting their Guardsmen-employees the time they need for summer training . . . without sacrifice of their incomes or vacation periods. This way you, too, can contribute further to safeguarding the future of America!

Listen to the National Guard's Paul Whiteman show every Wednesday, 9 P.M., EST, ABC Network.

THE NATIONAL GUARD is a Federally supervised force raised by the states. Congress authorizes the National Guard by the National Defense Act and keeps in Federal hands the power to "recognize" units so that strength, composition, training and efficiency are constantly under the guidance of officers selected by the War Department. There are National Guard units in each of the 48 states, in Hawaii, Puerto Rico and in the District of Columbia.

For full information about the new National Guard, contact the officers of your local unit or write to the Adjutant General in the capital city of your state.

The National Guard
* * * **OF THE UNITED STATES** * * *

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EVERY TIME



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RENEWS EDGE
FOR
EVERY SHAVE





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STROP AND
5 VALET BLADES
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BLADES LAST
AND LAST...
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CLIPS FOR
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RAZOR STROPS
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When your stomach's feeling dismal



— take soothing Pepto-Bismol!

When you've eaten, not wisely, but too well . . . and your stomach feels queasy, uneasy and upset . . . the situation calls for gentle treatment. Take soothing PEPTO-BISMOL.

Never Upset an Upset Stomach!

Don't add to the upset of an upset stomach with overdoses of antacids or harsh physics! Take soothing PEPTO-BISMOL! This pleasant-tasting preparation is non-alkaline, non-laxative, non-constipating. Its action is different. It spreads

a soothing, protective coating on irritated stomach and intestinal walls . . . thus helping to calm and quiet common digestive upsets.

3 sizes at your druggist—or by the dose at his fountain.

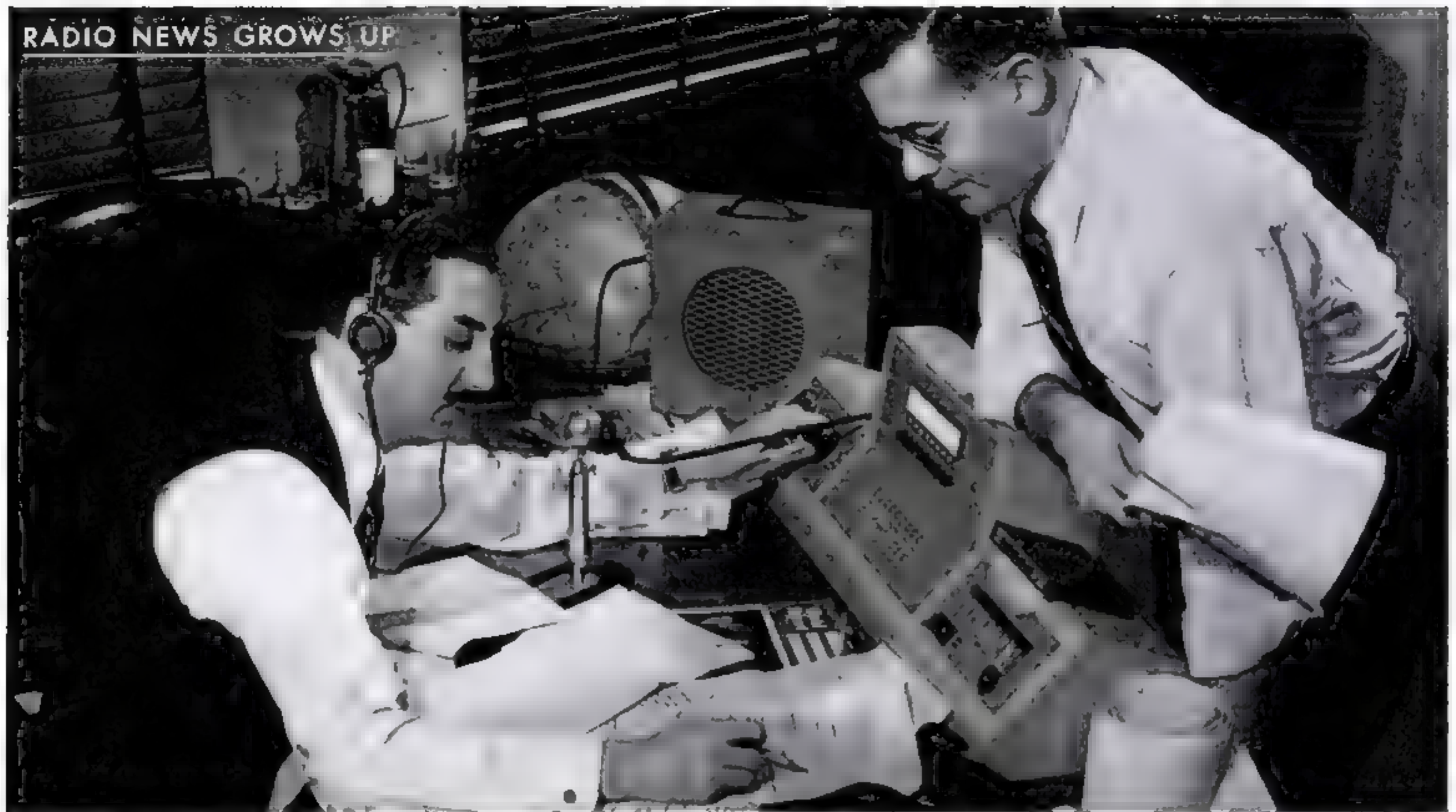
Take soothing PEPTO-BISMOL . . . to relieve queasy, uneasy upset stomach; distress after overindulgence; nervous indigestion; heartburn . . . and to retard intestinal fermentation, gas formation, simple diarrhea. If you do not get prompt relief, consult your physician.

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TWENTY-TWO FOR TROUT

Ace correspondents feed him on-the-spot reports for his newscast

To get the news, complete and concise, listeners dial CBS for Robert Trout with The News Till Now. Because his reports have the vivid first-hand reality they seek, radio-wise thousands make tuning in Trout at 6:45 EST each weekday a habit. To give his news this graphic authenticity, Trout turns to his team of twenty-two top-rank correspondents in U. S. and world news centers for on-the-spot reports of the news as it is made.

Who are these men? What are their qualifications? As

a group they are young, brilliant, educated, well versed in their nation and their world. Averaging up their ages and achievements would reveal this composite: a man of 34, with 10½ years' reporting experience, most of it in the U. S., the balance in four or more foreign countries.

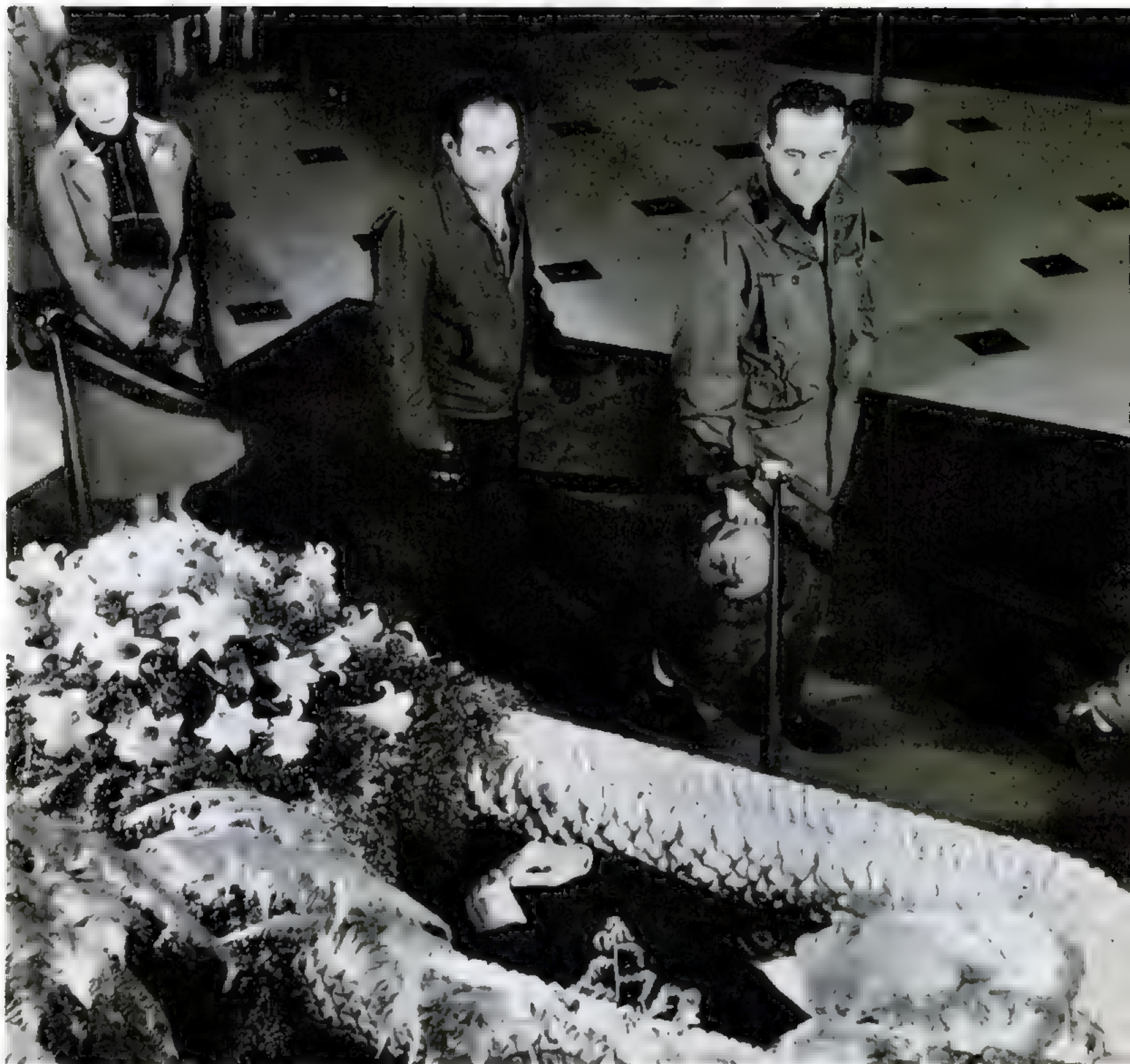
These twenty-two, together with the facilities of the five leading news services, provide Trout and his editors with the substance for complete, objective newscasts of the sort postwar Americans want.

CAMPBELL SOUP COMPANY



BOB EVANS, veteran newsman and expert on national affairs, is Trout's exclusive full-time correspondent in Washington, D. C.





TWO FORD WORKMEN, STILL IN FACTORY CLOTHES, STAND IN SILENT AWE BEFORE COFFIN OF THE MAN WHO MADE DETROIT A SYNONYM FOR MASS PRODUCTION

THE FATHER OF THE AUTOMOBILE DIES

A spring flood had sent the River Rouge out of its banks. Not all the high fences and guards could keep the swirling waters away from Henry Ford's baronial manor. Over the grounds at his fairlane estate the tall electric-light poles toppled; the cables grew waterlogged and short-circuited. In Ford's great mansion servants piled logs into the big fireplaces for heat and lit kero-

sene lamps and candles to keep out the darkness.

On April 7 Henry Ford, 83 and weary, went out to inspect the damage. Somehow the prospect of making repairs, of building something again, seemed to bring back the fire to his pale gray eyes. The people with him that afternoon said he looked better and livelier than in years. But there was no more building and creating left in the old man.

He went to bed, as usual, at 9 o'clock. At 11:15 he awoke, feeling ill and thirsty. The wife he married 59 years ago gave him a drink of water. Then the man who had brought the assembly line and the mass-produced automobile to the world died quietly—in a chilly room lighted only by oil lamps, at a scene not much different from his impoverished birth in an old-fashioned Michigan farmhouse.

FROM STRUGGLING MECHANIC



AS YOUNG MAN Henry Ford (arrow) left farm to work as an engineer for Detroit Edison Co. at \$45 a month. When this picture of Edison employees was made in 1893, Ford was 30 years old and considered an average mechanic without much future.



FIRST FORD was built in this simple and old-fashioned shop, then located behind Ford's home at 58 Bagley Ave. in Detroit. The car and shop, along with Ford's first school desk and other memorabilia, are now in Greenfield Village, which Ford built as a monument to a simpler age he loved but helped destroy.



OLD 999, one of the earliest racing cars, was built by Ford in 1902 and driven to fame by Barney Oldfield, shown here at wheel with Ford beside him. When 999 was clocked at 90 miles an hour, Ford's reputation as a designer was made and thereafter he had little trouble finding financial backers.



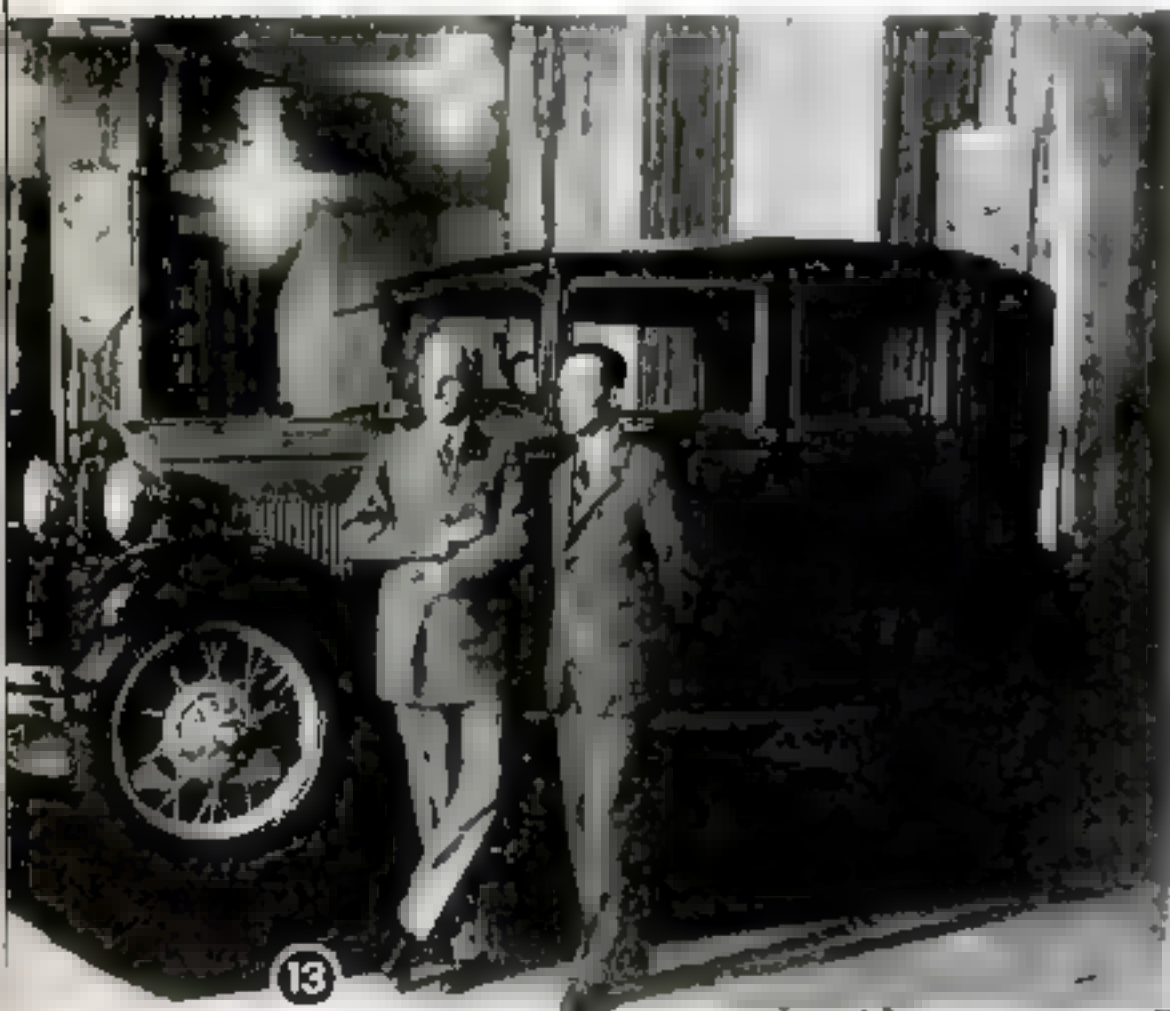
PEACE MISSION in 1915 found Ford chartering the Danish liner *Oscar II* in an idealistic but foolish attempt to persuade Europe to call off World War I and get "the boys out of the trenches by Christmas." The \$400,000 trip ended in a complete fiasco.



ROADSIDE SCENE in Wyoming in 1916 showed Fords predominating among parked cars of farmers. The Model T had its greatest popularity in rural areas, where it proved cheap, tough and durable. But there was a time when the Model T also outnumbered all other makes of cars seen on city streets.



IN WORLD WAR I American doughboys were unable to escape Model T and Ford jokes even in France—as shown by this scene in Champagne when ambulance driver discovered road blocked and rails destroyed after German retreat. Besides ambulances, Ford plants also made airplane engines.



MODEL A was introduced by Ford, shown here with son Edsel, in 1928. This sharp break with the Model T tradition was preceded by six months of retooling which cost company about \$100 million and had the whole nation at a high pitch of suspense.



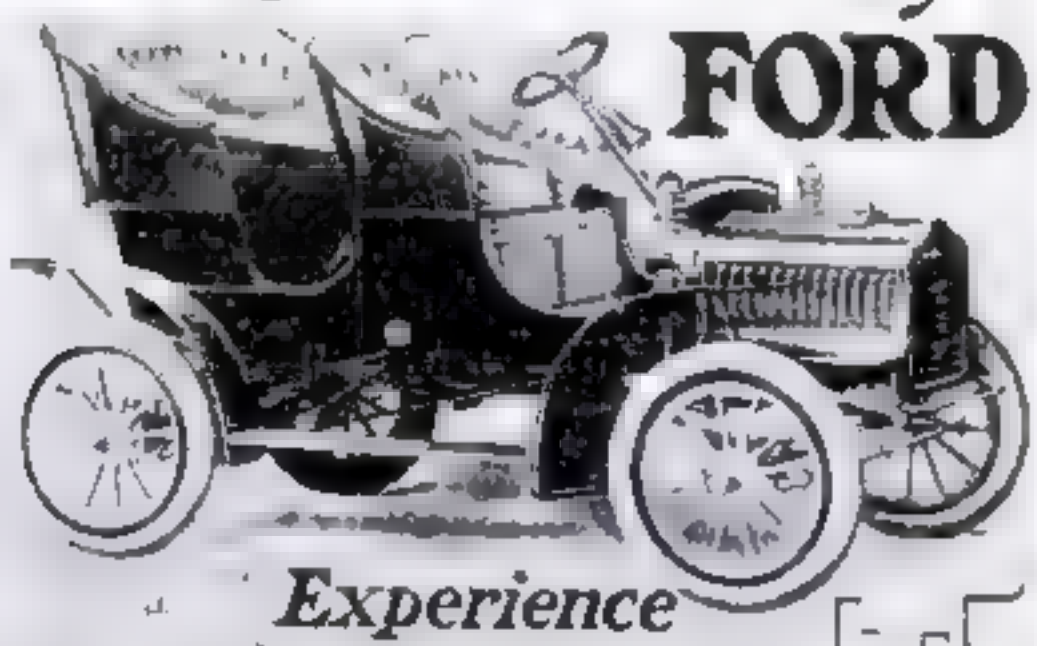
LABOR TROUBLE at Ford plant caused this 1932 beating of Harry Bennett, head of the tough company police set up by Ford to suppress agitation. In 1937 Bennett's men beat up C.I.O. organizers in famed "Battle of the Overpass." Ford, one of last big holdouts, did not sign with the union until 1941.



DANCING WITH BRIDE, Ford cuts a lively caper for a man of 75 at wedding of his grandson Henry Ford II in 1940. At the time Ford had retired and turned over presidency of his company to the groom's father, Edsel Ford. Edsel died in 1943. Young Henry II ascended to the top job in 1945.

TO WORLD'S RICHEST MAN

Don't experiment—Just buy a
FORD



Experience

is the key to Automobile Construction
and we have the Key

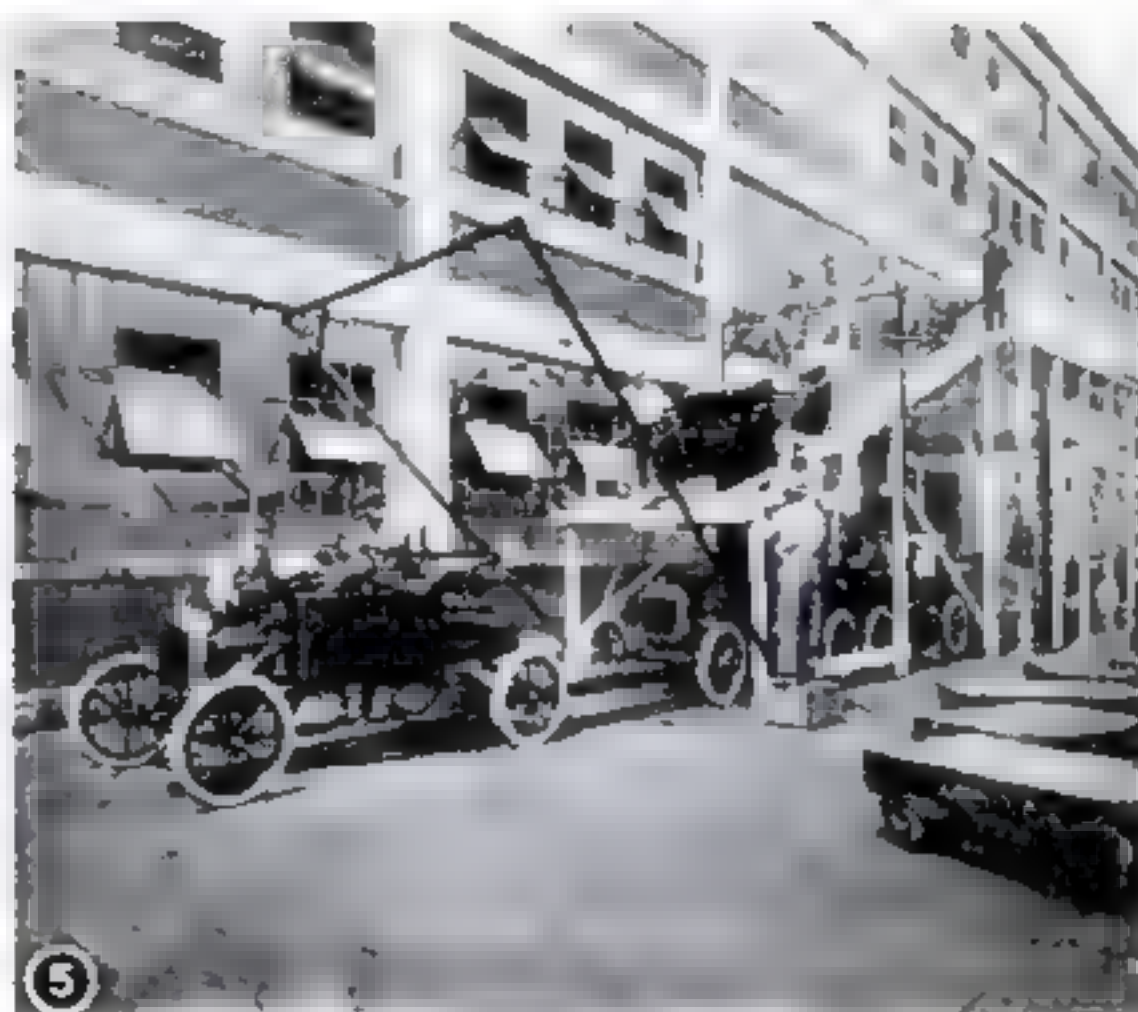
IN 1905 ADVERTISEMENT Ford was already seeking a mass market for his product. His line of automobiles that year ranged from a light two-cylinder model at \$950 to the deluxe side-entrance tonneau which had four cylinders and sold for \$2,000. The day of really cheap cars was yet to come.



LIBEL SUIT by Ford in 1909 cost \$1 million damages from the *Chicago Tribune*, which had called him an "anarchist" because of his pacifist views. Ford won 6¢ verdict but made many grotesque boners on stand (above), giving rise to false but persistent rumor that he could not read or write.



AGRICULTURE became a lifelong interest and hobby of Ford even though he had fled from farm life as a youth. Here he is shown in 1911 cutting wheat on an experimental farm with an old-fashioned reaper he had used as a boy. His best-known agricultural experiment was soybean research.



THE ASSEMBLY LINE was first introduced by Ford in 1913 in this primitive but effective form. Here workmen drive the completed chassis under ramp from which body is skidded into place. Ford production system called for fewest possible number of parts, all standardized. Output was vastly increased.



BACK-TO-NATURE movement among city dwellers like this woman Ford owner and friends about 1920 was one of the phenomena of American life caused by the cheap motor car. A little later paved highways were built into every part of the country and the nation's fish and game soon took a beating.



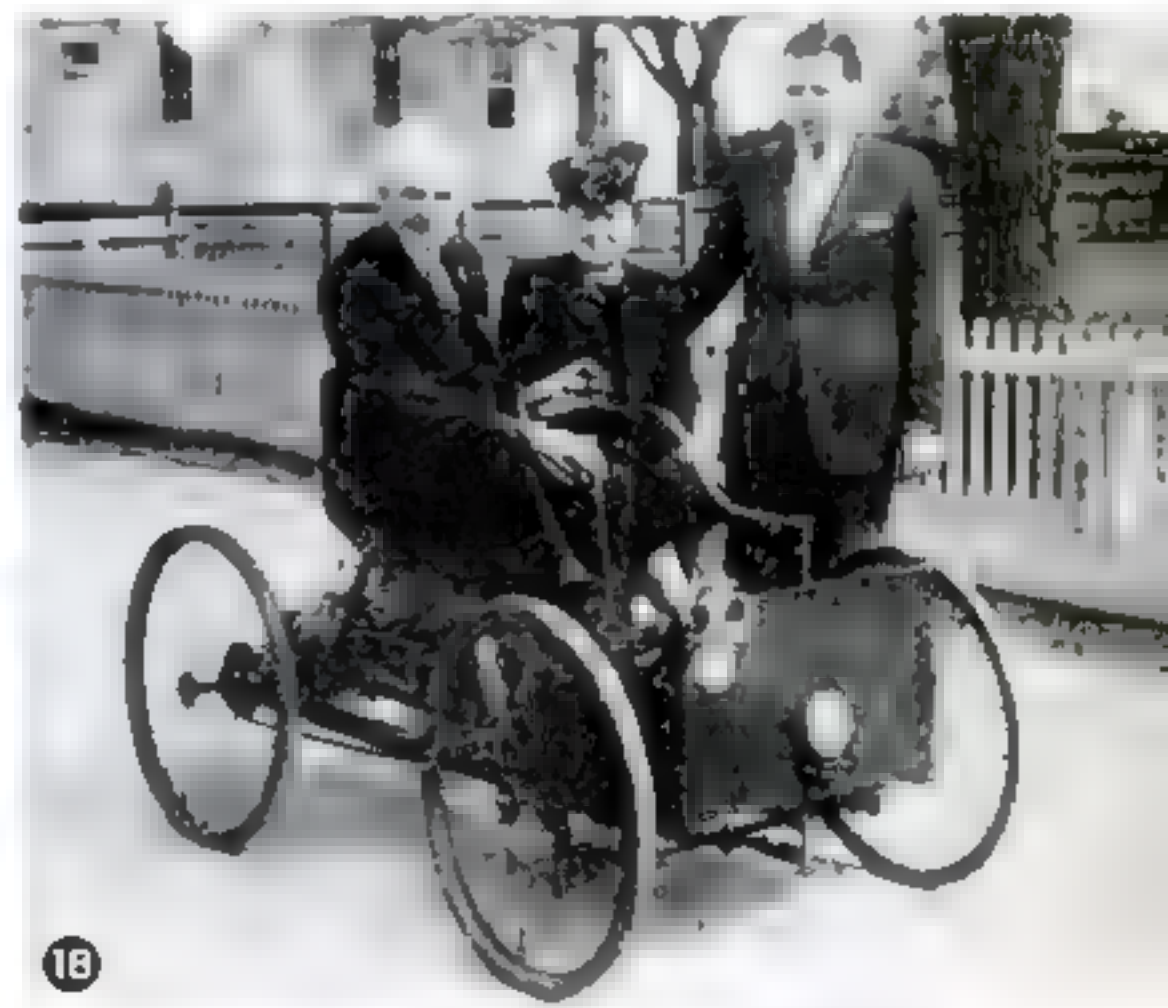
WILLOW RUN plant was Ford's most publicized project in World War II, in which he made billions of dollars of munitions although opposing U.S. intervention. Here he and Henry II autograph the 5,000th B-24 off the Willow Run assembly line, a daring experiment at mass-production in an unfamiliar field.



\$5-A-DAY JOB-SEEKERS besieged plant after Ford made his historic announcement in January 1914 that he would raise standard wage to that then unheard-of figure. When one crowd got unruly, the benevolent despot's guards turned hoses on them.



OLD CRONIES Ford (left), Thomas Edison (second from left) and Harvey Firestone (right), pioneers on the engine, electrical system and rubber tire of the automobile, were joined on their vacation in 1921 by President Harding (second from right).



GOLDEN ANNIVERSARY of automobile industry last year found Ford and his first car still able to get around for celebration. In half century he had produced 29 million autos, become the world's first billionaire. With him are Mrs. Ford and Henry II.

MR. FORD'S LEGACY

He leaves us prosperity and world power—and the vexing questions of an industrialized society

Henry Ford left the world at 83 in the serene conviction that he would return. But not, of course, in the garb of the stereotyped ghost, aimlessly haunting the oily moors of the River Rouge. Ford believed in reincarnation as an economical function of the universe. The inventor who experimented with weed sandwiches simply could not accept the notion that anything so important as human experience should be thrown away. It is possible, of course, that the secret of reincarnation will elude him, as did many a bold scheme on earth. In that case, we can be sure, heaven is in for drastic changes.

He certainly made plenty on earth. Before that apocalyptic hammering and pounding began in 1893 in the famous brick shed behind the Bagley Avenue house the nation was horse-drawn. When he took leave, it was on powered wheels and wings. In between the roads were built, the great mills rose, the farmer broke out of his orbit with the cheap car and a triumphant industrialism spread its bounty—and its evils—across the continent. In the midst of his prodigious tinkering he remarked, "I don't know anything about the end of the road . . . but we shall get what we deserve." What is all that pounding and hammering we hear today? It is the Russians, obsessed with the speed-up and the assembly line—the tools of Mr. Ford, the capitalist who said history was the bunk.

He certainly made plenty of history on earth. And the perverse fact about this remarkable man is that the tighter standardization gripped the Rouge, the more eclectic and excursive became his own interests—antiques, the soybean, airplanes, square dances. "I could not possibly do the same thing day in and day out," he said. And: "There isn't an average day in my life."

He was spry to the end. A fragile, spare figure in pepper-and-salt suit, he flashed about his clangorous empire in a car equipped with a two-way radio, never out of sight of his bodyguards. "I live in the present," he always said. But more and more the simple eccentricities occupied the emptying room of a mighty reputation. He combed his hair with a comb dipped in salt water, wore a peculiar shoe, sang old hymns and spoke up for a world federation erected on a universal currency. In the 1920s he had a theory for everything. But the atom as it broke struck no note from the slack strings of his imagination.

Yet had Ford died 20 years ago the news would have staggered a world which for an intoxicating moment thought he had the answer to poverty. In 1923 he was caught up in a spontaneous presidential boom beside which the Willkie phenomenon was as a Roman candle to a rocket. He was a hero in the U.S.S.R. The mere rumor that he was going on the board of a New York bank sent its stock up 15 points. A newspaper seriously reported he was thinking of buying the French fleet as an inducement to disarmament. He was the businessman, source of the new economic dispensation, the embodiment of the American Dream—the farm boy who became a billionaire. That was Henry Ford, infallible.

Where then did his genius lie? Five things made Henry Ford and the Rouge: rubber, the hard road, oil and steel and one thing more—the moving belt. Not even this last was unique with Henry Ford. He got the idea from the Chicago packers. His contribution, then, was adaptation, but a piercing insight into the potentials of standardization raised his theories to the level of an industrial philosophy.

With the packers' moving belt and the interchangeable parts of the Connecticut Valley gunmakers, Eli Whitney and Simeon North, applied to the gas engine on wheels, Ford ushered in

the clanking age of mass production. It was formed in the remorselessly standardized image of the famous Model T, the Tin Lizzie. By freezing design and amortizing the cost of his machine tools over millions of units Ford was able to push back the break-even point until what had been a rich man's hobby became a car for "the great multitude," selling for only \$300. "It will not surprise me much," wrote an Englishman, "if the private home is abolished in America to give place to the residential car so that the American may be born in cars and live and wed and die in them, and be cremated in the engine, without ever having to put a foot on the ground."

"Give them any color so long as it's black" was the law of the Rouge. In 18 years Ford ran off 15 million Model T's. At its peak the Rouge turned out 10,000 cars a day. Then suddenly in 1927 the great machine stopped. Behind its high walls began one of the great retreats of modern industry: 30,000 tools scrapped or rebuilt, the Rouge shut down for months, 200,000 men out of work, a \$100 million act of renunciation. Ford, the great innovator, was himself a victim of technological obsolescence, as surely as if he had been run down by a Model T. To survive in the face of Chevrolet's competition he had to return to the things he had almost obliterated: individual taste, change.

Ford was never the same after that. From 40% of the passenger-car business his share dwindled by 1941 to only 16%. Last year it was back to 22%, but General Motors had 34% and even Chrysler was ahead with 27%. But, as regards Ford's own philosophy, mere percentages mean nothing. If General Motors is bigger than Ford today, it is because G.M. is more like Ford than Ford, an eccentric, ever managed to be. The real imputation of the faltering of the Rouge is that an American folk tale lost its happy ending. Its hero had bitten the dust.

The truth is, of course, that Henry Ford in many ways was a limited man. His ignorance of facts regarding American life, if exhibited today by a corporation executive of his position, would bring quick banishment from public life. Unable to answer 8th-grade questions relating to government and public affairs, this man who but for chance might have been president answered in 1919 without shame, "I could find a man in five minutes who could tell me that."

The Mr. Ford of that day looked ahead, not behind. The trouble was that as his mass production rushed along piling up new problems, it became increasingly harder for him to separate from the clamor of voices the one with the right answer. Jews, labor's right to organize, America's place in the world—Mr. Ford wasn't very intelligent about a lot of things, not because of his lack of goodwill but rather because he was not a cultivated man.

Observe him at the end. A pacifist, he made possible the total war of industrial nations. An individualist, he helped to create the mass man to populate the world of mass production and mass markets. An iconoclast, he shrank farther into the past. It was not he but Walter Reuther's U.A.W. which commanded the allegiance of the River Rouge workers; the new Fords sell for around \$1,300, more than the first one he built.

The philosopher's case against Ford is that he annihilated individual craftsmanship, bound man to the machine and cast up economic and social problems for which he could discover no acceptable solution. But why expect him to? His apology, if one is required, is the American standard of living, the power of machines that made it possible for this nation in two world wars to escape the frightful human toll of the war of hordes. The rest is up to the philosophers.

—CHARLES J. V. MURPHY



WITH FLAG AT HALF STAFF, PLANT IS DESERTED FOR A DAY



MOURNERS line up in front of the Recreational Hall of Ford's beloved Greenfield Village, where his body lay in state. At times nearly 5,000 people an hour filed past the

casket in double lines. Below, the assembly line for the 1917 Mercury is an Iskhed area silent as the entire Ford industrial enterprise shuts down in tribute to its dead founder.



"STRUGGLE FOR THE WORLD"

BURNHAM'S PROGRAM IS A GOOD ONE ONLY IF FREEDOM, NOT POWER, IS AMERICA'S GOAL

The stern summons to America to lead a world crusade against Communism, as issued by James Burnham in his *Struggle for the World*, is one which deserves a careful hearing by the American people. That is why LIFE digested the book (March 31) and we are happy to report a strong reaction, samples of which appear in Letters to the Editors on page 7. The letters ran about two to one against Burnham. Now, who is right? Should Burnham's summons be accepted, rejected or taken with reservations? What reservations? Where does LIFE stand?

Premises and Program

Serious criticism of Burnham takes three forms: doubting his premises, doubting the program he erects on his premises, and quarreling over language, viewpoint, tone of voice. His premise that Communism is out to conquer the world, for example, is doubted by Max Lerner of *PM*, who says that "Burnham assumes but does not prove" Communism's unlimited ambition. Well, he does prove it. Five of the best chapters in *Struggle for the World* (5-9) analyze Communist aims; to these chapters doubters are hereby referred. They were skimmed in the LIFE digest because we thought the nature of Communism was by now pretty well understood.

Burnham's other premise is that the atomic bomb makes a real world government necessary but that this is only obtainable now via an American empire. This cannot be disproved. In establishing it, however, Burnham did not altogether destroy the rival premise of those who think world government can be achieved in time by cooperative means (see Mildred Blake's letter, pp. 7-8). The World Federalists may be "unrealistic," but at least they know what they have to do to be saved: i.e., yield real sovereignty to a government that can push people around. If Gromyko had not killed the Baruch plan for an international atomic authority, it is quite conceivable that such a body might have become a rather fearsome instrument of real international sovereignty despite the absence of that "cultural unity" which most realists, including Burnham, think is a necessary precondition of world government. It may be only a desirable precondition.

Granting Burnham's premises, what about his program? He prescribes various steps by which the U.S. should block Soviet-Communist expansion. He wrote before the Truman doctrine was thought of, but it is interesting to note that this doctrine, which offers American help to any free people against totalitarian aggression, would not need much stretching to justify everything Burnham proposes. Since the Truman doctrine is, to our way of thinking, generally good medicine, what doubts we have about Burnham's specific proposals must rest largely on grounds of tactics or expediency.

For example, Burnham would have the U.S. brandish planes, pilots and naval vessels around the Dardanelles. That may become necessary but certainly is not advisable now. He would suppress the U.S. Communist party. Along with J. Edgar Hoover and others, we are against doing that, for reasons previously explained on this page (March 3). Burnham would create a United States of Europe by Anglo-American

"compulsion." We are for a U.S. of E., but not by compulsion. Burnham thinks India's independence should be postponed. We don't.

Burnham speaks constantly of an American empire. What he means, and is careful to say he means, is a democratic federation of nations in which the U.S., though exercising ultimate force by possession of the bomb, would be first among equals. That is certainly not an empire in either the Roman or 19th Century British sense. Much of Burnham's terminology is in fact tinged with what has been called "romantic Machiavellianism"; he won't call a spade a spade if he can call it a g—d—shovel. Is that just a question of taste? Or does Burnham's tone of voice express some deeper inhumanity of which we should beware?

Peace and Politics

Here one must distinguish between Burnham's belligerence and his goal. He seems belligerent because he is a hardheaded man stating some unpleasant but salubrious facts about war and peace at a time when too many Americans are softheadedly talking as though peace could be attained by wishing hard for it (see the letters from our readers; also the speeches of Henry Wallace). Love of peace is a universal human trait, but it is not a policy. When mistaken for a policy it usually leads to war.

Peace results from the successful practice of politics, and politics, as Burnham usefully reminds us, is primarily concerned with power. Indeed Burnham makes power seem the goal as well as the material of politics, and treats politics as though it were just another science. He does allow himself one value judgment, for he prefers an American empire to a Communist empire. Nevertheless he is willing to put his values at greater risk than his nation; for while hoping it won't, he grants that an American empire might become tyrannical, like the Russian. It is, says Burnham, a chance we have to take.

It is on this point that we take deeper issue with Burnham, for reasons both practical and moral. His abiding fear is that America will fall into a policy of vacillation. But beside that danger is another: that America will fall into a blind imperialism "in a fit of absentmindedness," having nothing better in mind. The way to avoid this second danger is not to renounce force or to refuse world leadership but to use them for some conscious end other than mere power. And the proper end-purpose of America's role in history is human freedom.

What does this goal of freedom mean in terms of world government? Burnham himself has defined freedom as "the resultant of unresolved conflicts." It dwells not under the most benevolent despotism but in the gaps and balance between various centers of power. That is why the coming world government, if it is to preserve freedom, must represent as many different centers of real power and be subject to as many checks and balances as is the American government. And if the U.S. is to use its power for the preservation of freedom, it must be more concerned at this stage with the character of the coming world government than with how soon we get it.

The immediate task of America is to hold

the door of history open for the kind of world government which lovers of freedom can approve. Of course such a government must include Russia; that is what gives point to a crusade against Communism and its aims. The war against Communism, incidentally, would probably be ill-served by a war between the U.S. and Russia. Communism is not a mere nationalist religion like Nazism but one with universal roots. Communism must therefore be fought at all times and in all places. It is not just America's problem; it is one for many cultures and peoples, including the Russian people, to combat in their many independent ways.

Policy in Practice


The practical test of an American policy for freedom will come in the emergent countries of Asia. There the Leninist half-truth about capitalist imperialism is most damaging and, as far as America is concerned, most untrue. The purpose of American policy in Asia is to encourage the development of China, India, Indonesia and other "retarded" countries as the independent power centers they are striving to become, and at the same time to influence their foreign policy toward that cooperative world order in which most of their leaders already believe.

Toward these ends America should and will throw its weight around in Asian politics. We will therefore be accused of old-style imperialism by the Communists and their dupes. Whether we survive such charges will depend on how we conduct our long war against Communism. While not neglecting the realistic tactics prescribed by Burnham, we must conduct it at the same time on a higher plane than he envisions. Burnham proves beyond doubt that we haven't a chance unless we are prepared to win an atomic war. He neglects the equal truth that we haven't a chance if we are merely prepared to win an atomic war.

The difference has just been well illustrated in the Senate in the debate over Greece. Harry Byrd, the narrow realist, suggested a "show-down" with Russia in the U.N., after which we would junk the U.N. and form a Burnhamesque world organization of our friends. Arthur Vandenberg, who has a more generous grasp of history, devised an amendment which will strengthen U.N. at the same time that we use American power against Communism in Greece. That is statesmanship: the art, not the science, of politics. We will need a lot of that these coming years.

PICTURE OF THE WEEK: ➔

In Kipling's India no colonel's lady ever felt herself a sister under the skin to any native. But in New Delhi last fortnight an aging agitator found a bond of sympathy with two young Britons. Mohandas Gandhi recently said, "My eyes are failing me. My ears are failing me, and one day the lamp will be extinguished." Lord Louis Mountbatten was hale but he was in New Delhi to liquidate the empire he once defended. The Mountbattens received Gandhi like an Indian prince (pp. 114-130) and when he entered the viceregal lodge, the Mahatma rested a faltering hand on Lady Mountbatten's shoulder (opposite).



AS HE FOLLOWS INDIA'S NEW VICEROY
(CENTER) INTO MEETING, GANDHI LEANS
ON THE SHOULDER OF LADY MOUNTBATTEN



SOLEMN PICKET in Washington, D. C. interprets sign literally.



BOSS PICKET, N.F.T.W.'s Joseph Beirne, joins the line in Washington.



WET PICKET in Kearny, N. J. wears box. Rain soaked his clothes.

"TEMPORARILY OUT OF ORDER"

Walkout of 350,000 employees cripples telephone service in 40 states

As though it were Christmas morning and their telephones were Christmas stockings, millions of people awakened on April 7 eager to see what Santa had brought. They snatched up receivers and heard a metallic voice, which was surely not Santa's, saying, "We regret that only emergency calls can be accepted." After months of negotiations the American Telephone & Telegraph Co. and 350,000 of its employees, represented by the National Federation of Telephone Workers and other independent unions, had failed to reach agreement. The strike was on.

Long-distance lines were hardest hit. Although a handful of nonstriking supervisory employees filled in at the switchboard for the missing "voice with a smile" (above, left), only 30% of normal traffic trickled through. In 40 states all manually operated instruments were silent. In metropolitan areas dial phones, which need no personnel to make connec-

tions, still functioned. But when these broke down they stayed broken because repairmen were out on picket lines along with the switchboard girls. In the New England states, unions not affiliated with the N.F.T.W. carried on service as usual. Virginia and Indiana, which have state anti-utility strike laws, also had normal service. In New Jersey, which had an anti-utility strike law carrying no penalty for violation, legislators hastily passed another law and arrested union leaders.

In Washington the government used teletype, telegraph and private lines. The House of Representatives, annoyed by the strike, quickly prepared a toothy law. But the Senate moved slowly and cautiously. The President had no comment. Meanwhile union leaders and A.T. & T. officials came no closer to agreement and phone-owners wondered gloomily how long their Christmas spirit would hold out.



SECRETARY OF LABOR Schwellenbach (left), with pet terrier Ginger, announces he has failed to stop strike.



STRIKING GIRLS in Boston form conga picket line. They also sang songs like *Money Is the Root of All Evil*.



CROWDED PICKET LINE (above) contrasts with the empty switchboard (below) inside New York telephone



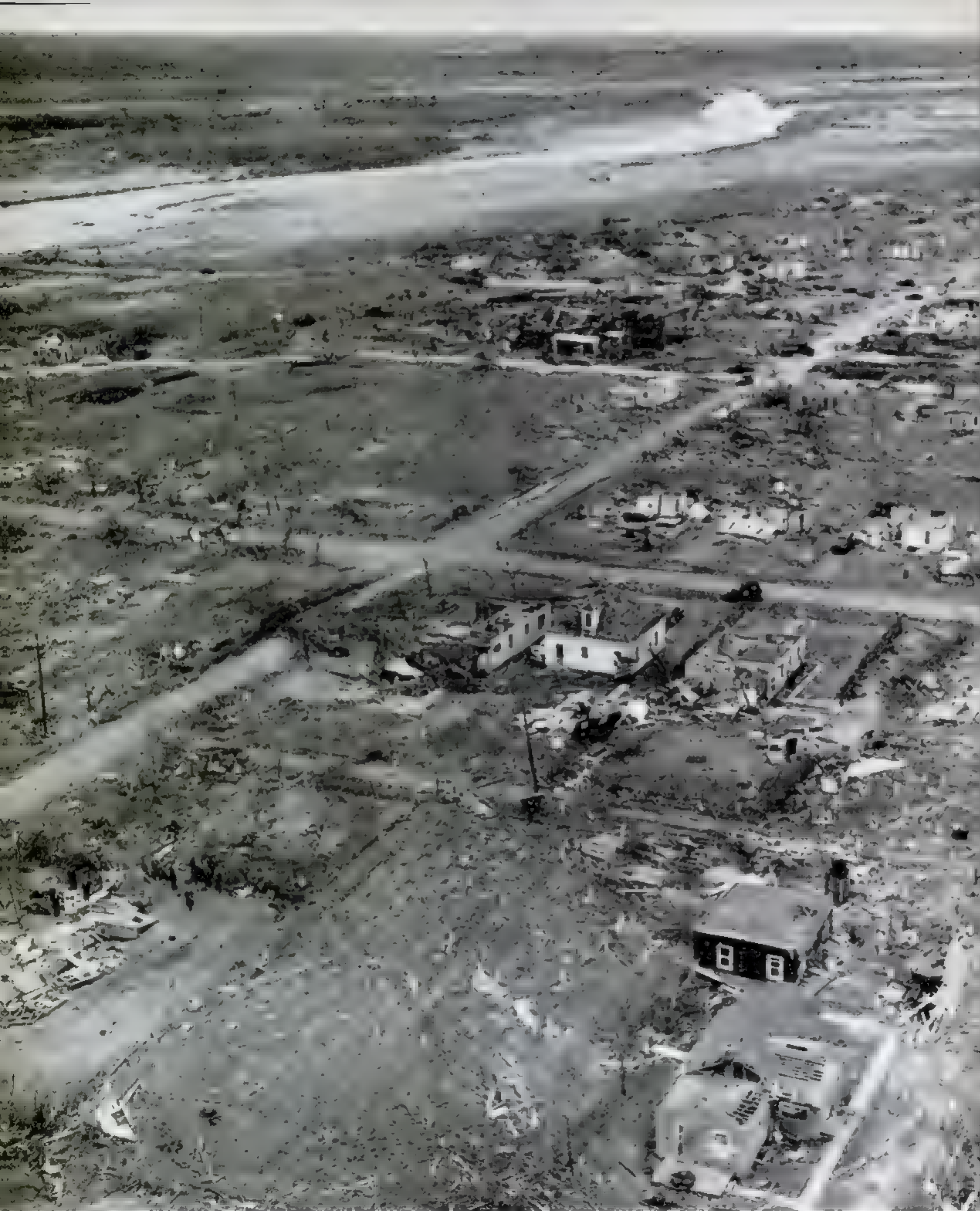


building. Pickets surround the telephone exchange, carrying signs stating their points of issue, one of which de-

mands a definition of the duties of supervisory employees. Meanwhile a supervisory employee inside the building car-

ries out his present duties, which now consist of operating switchboard to make connections for emergency calls.





A FAMILIAR SCENE to residents of the Panhandle, who must live in a state of constant preparation for tornadoes, is this picture of Woodward, Okla. But this storm was

the worst one yet. Taken after the storm, the picture shows the residential district in a complete shambles. Funnel of tornado, containing winds which reached an estimated



400 mph, passed directly over area above, destroyed it in five minutes. The wind piled wreckage so deeply in some places that rescuers had to use bulldozers to recover bodies.

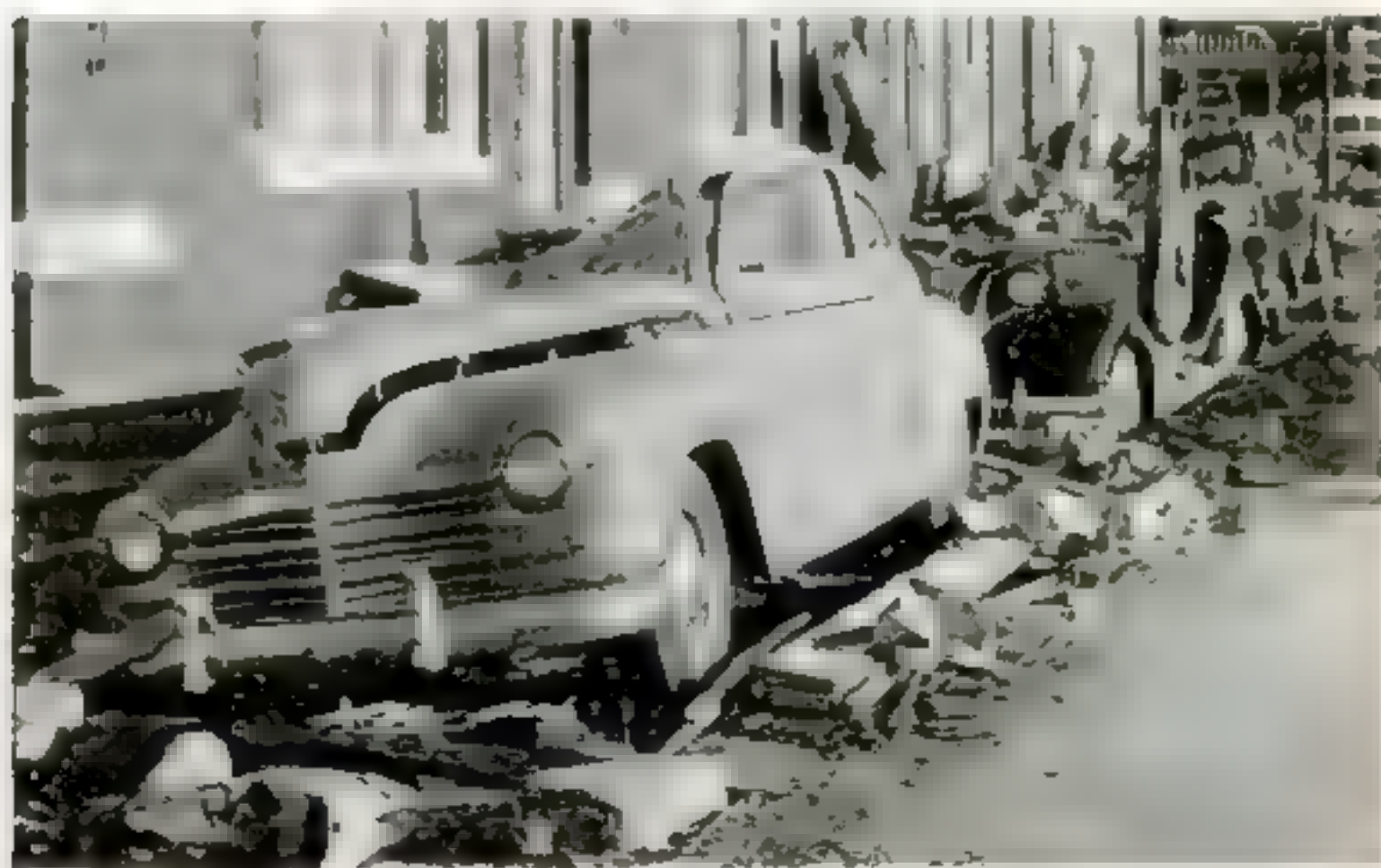


INSIDE HIS OFFICE at Woodward, Santa Fe Railroad Inspector Zeke Bates contemplates tornado damage. Freak winds tore off outside wall but left interior almost intact.

TORNADO SWEEPS THE PANHANDLE

Texas-Oklahoma twister kills 150 and injures 1,305

In the Texas-Oklahoma Panhandle country, at dusk on April 9, the air was humid and strangely still. Darkness came quickly, followed by a gusty rain mixed with hail. Suddenly, boiling up from the flatlands near Amarillo, a huge tornado poked its black snout over the horizon. It marched rapidly northeast through a half dozen small Texas towns, crossed the border near Shattuck and crashed with terrific violence onto the little city (pop. 5,500) of Woodward, Okla. Then it roared on across the Panhandle, gradually losing its force until it dissolved harmlessly above the Kansas prairies. In a few hours the tornado had killed at least 150 and injured more than 1,305 people. In five minutes at Woodward alone (*left*), 100 blocks were destroyed and more than 80 lives were lost. In Higgins, Texas (pop. 750), where 39 were killed, only three buildings remained standing. Glazier, Texas (pop. 209) was completely leveled except for a lone schoolhouse. Here and there in the ruined areas fire broke out, and looters commenced to prowl through the debris. There was danger of a typhoid epidemic. But at week's end disaster crews and Red Cross workers had helped to care for most of the living and were preparing to bury most of the dead, and the Panhandle was slowly recovering from the worst disaster in its history.



OUTSIDE BAKER HOTEL at Woodward, cars are still lined up at curb although heavy rocks (*foreground*) and other debris carried by storm have reduced them to junk.



HER KNEES LIMP FROM THE SIGHT OF HIS BULLET WOUND, A WIFE SLUMPS WEAKLY TOWARD THE HUSBAND WHO SHOT HIMSELF WHEN SHE TRIED TO DIVORCE HIM

TRAGIC REUNION

When their reconciliation fails
a husband tries to kill himself

Late last spring Chester Przybylski, a Chicago truck driver, was married to blonde, 23 year-old Estelle Guca. On March 23, less than a year after they were married, Przybylski came home from work, tried to strangle his wife and stab her with a kitchen knife. She left him immediately, started a divorce suit on grounds of cruelty. On April 7 they met with the lawyer, who tried to reconcile them. Hoping they would talk themselves into it,

the lawyer left them alone in his office. But Estelle Przybylski told her husband that she still wanted to divorce him. "Okay," he replied, "but let me have our baby's picture." As she turned to take the picture from her bag, he shot himself in the stomach, crumpled to the floor saying, "I love you, Estelle." At week's end doctors gave Przybylski an even chance for recovery. His wife said that the chances for reconciliation are about the same.



Weather unsettled?

Just settle for **SOUP!**

Here are three taste-tampting Campbell's Soups to build 'tween-season meals around

And suddenly it's Spring! But you're ready for it, and for those outdoor appetites—when you've Campbell's Soups on hand. Be the weather sunny or showery, well-filled bowls of tempting soup can warm the heart and comfort the hungry. Here are three ideal choices to keep in mind—and on your shelf.

THIS HEFTY SOUP got its start in Scotland where appetites are rugged. Adapted by Campbell's to American tastes, its thick, nourishing meat stock brims with many fine vegetables, good barley, tender pieces of mutton. Campbell's Scotch Broth is a substantial soup for the hungry of every age!

Campbell's SCOTCH BROTH



IT'S NEW AND IMPROVED! Like green pea soup? Then just taste Campbell's now! This new, improved recipe for Green Pea Soup gives you peas, young and tender, made into a smooth purée, with fine table butter. Add water for a tempting pea soup; milk for an extra-nourishing cream of pea.

Campbell's GREEN PEA SOUP



LUSCIOUS TOMATOES are specially grown from special seed to make — "The soup most folks like best!" Campbell's Tomato Soup is made by an exclusive recipe which adds fine table butter and blends in just a touch of seasoning. Prepare it with milk added, for an extra-delicious cream of tomato.

Campbell's TOMATO SOUP

LOOK FOR THE RED AND WHITE LABEL



The shoe with the beautiful fit *



795 to 995

The quality you have been reaching for at a price within your reach.
Naturalizer Division, Brown Shoe Company, St. Louis.



The Horse Show

Naturalizer

*looks good from any angle

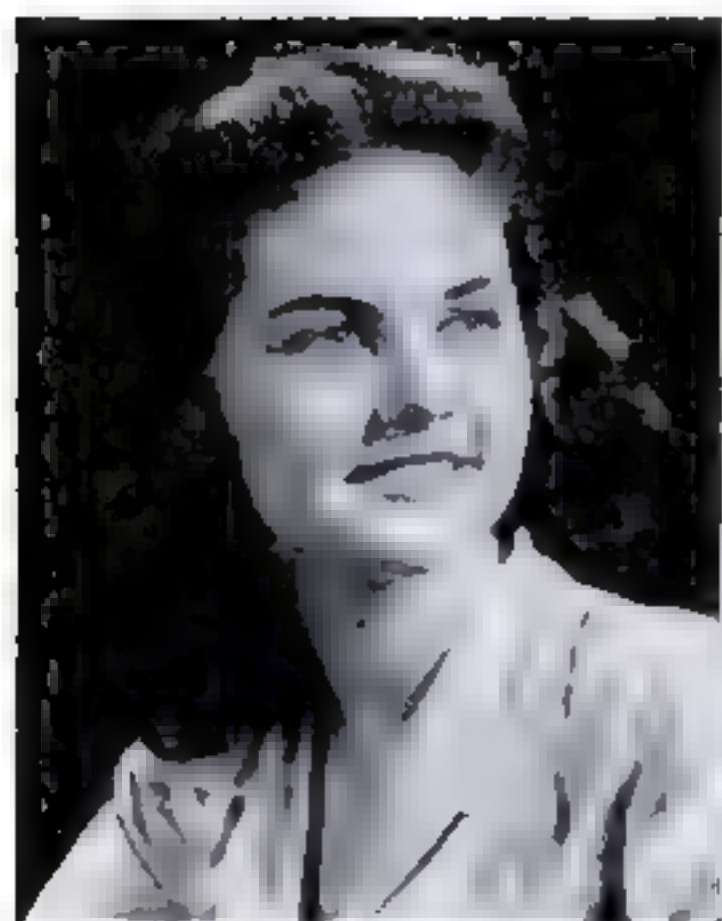
PEOPLE

PRETTIEST COEDS ARE SELECTED

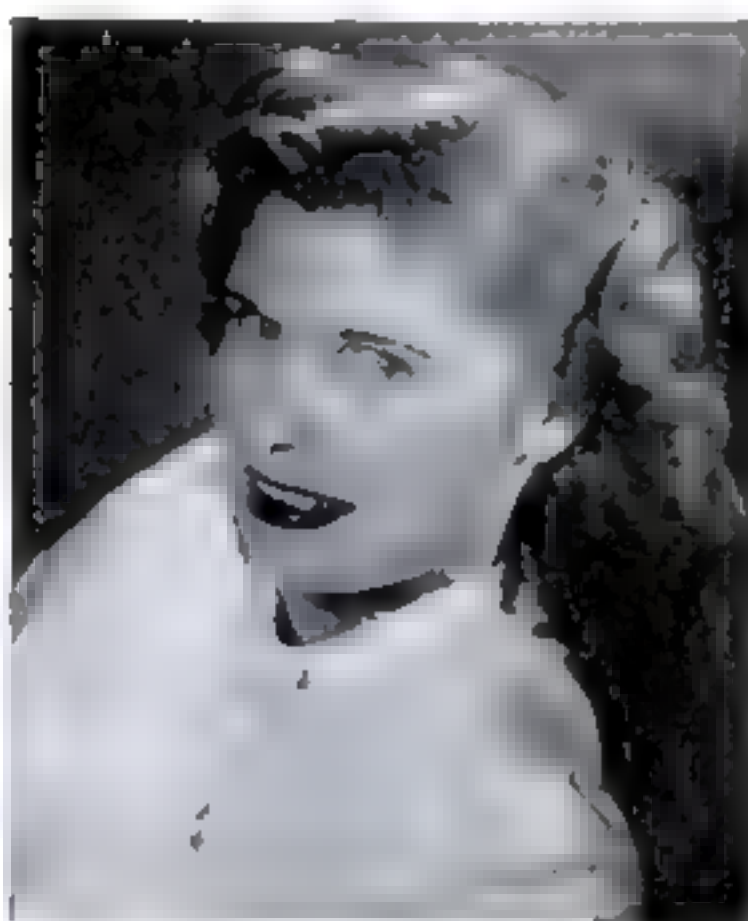
Prouder of their lovely coeds than they are of their curricula, American campus males dug into their photographic files last week and came up with the fresh, spring crop of feminine beauty displayed here. When *Varieties*, New York University humor magazine, claimed that N.Y.U. Campus Queen Gladys Joseph (below, second from right, top row) was the prettiest in the U.S., 22 colleges submitted rival candidates. John Robert Powers, who makes a living at this sort of thing, was chosen to arbitrate. Powers judged Mimi Hart of Iowa University (right) the nationwide winner.



CONTEST WINNER Mimi Hart, 20, University of Iowa coed, is 5 feet 4, weighs 110 pounds. Expert John Powers observed trenchantly that Mimi was a "true specimen of American college youth and beauty."



DOTTIE RICHARDSON, 19, was 2nd. She is from Vanderbilt.



JOYCE PARKER, 3rd, Penn State College, is 20, blonde and a senior.



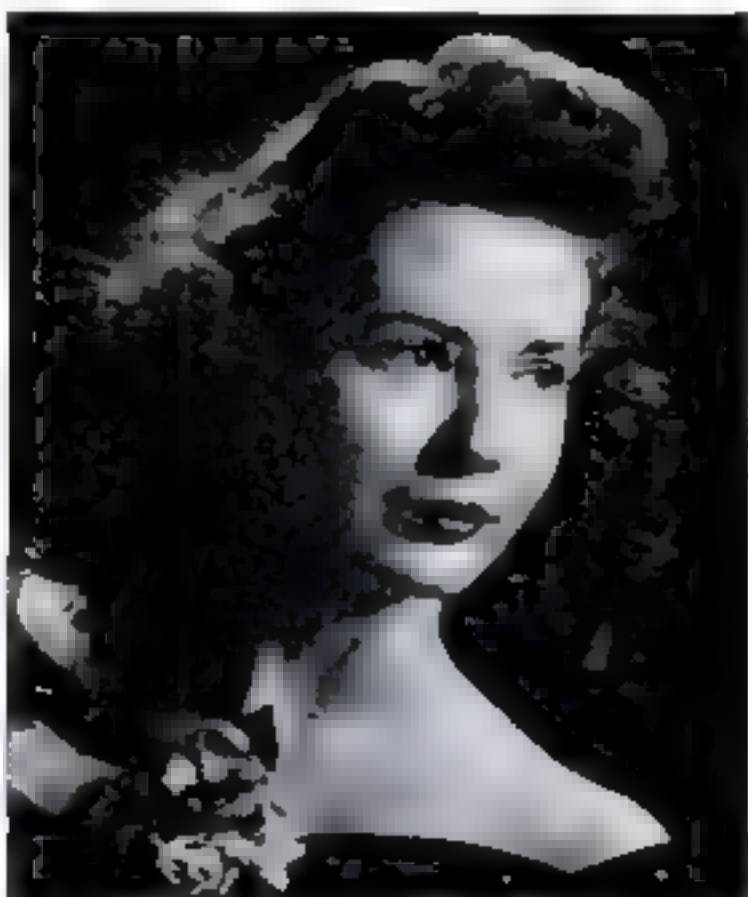
GLADYS JOSEPH, N.Y.U., who started the whole thing, was 4th.



JAN BROWN is University of Maine "A" student, won 5th place.



DONNA MEYERS, 21, of Ohio State University, was a runner-up.



ROSEANN MILLER, 19, is major in education at Oklahoma U.



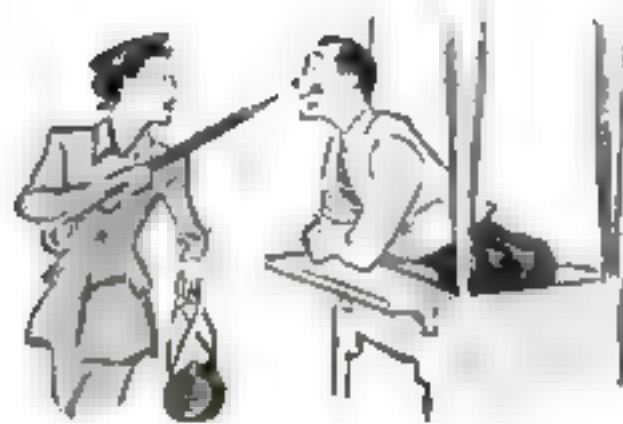
JOAN MAGAZINE is choice of veterans at Brooklyn College, N.Y.



MARTHA KILPATRICK, 18, was Texas College of Mines entry.



"'Sweet Charity' MY EYE!"



AL: Your eye, indeed, my love—and very beautiful it is. They are, I mean! But let us have a dash of tranquillity—

EVA: I'll tranquillity you, my posturing peacock with the lipstick on top! Kissing girls for Charity! Let me tell you—

AL: My love, you are feverish! Relax. It is not ME who draws the bee, but the collar of this magnificent Arrow Shirt!

EVA: I laugh—Hah! And Hah! And let me tell you something else! I—

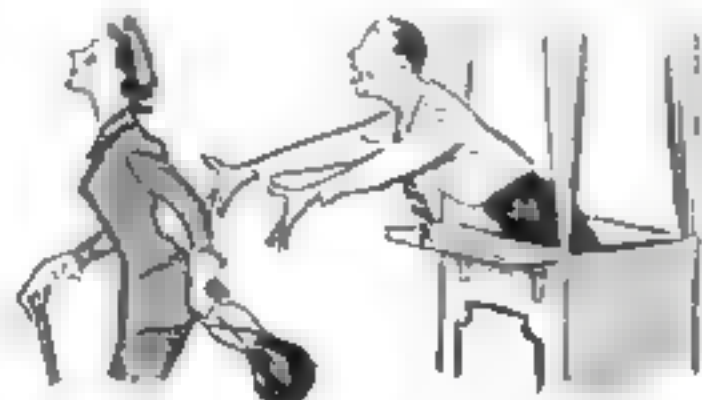
AL: I know, my dove. You will say: "How could any woman resist the trim, body-line tailoring of this 'Mitoga' design?" You will say—

EVA: I will not! Nor will I say: "You look wonderful in that Arrow—which even

has a Sanforized* label." No Sir! Not your little Eva! Look at you—standing there with lipstick all over your silly face! You make me—

AL: Why honey—you can't be jealous! Not of ugly old Al—The Man Women Dream of and Wake Up Screaming!

EVA: I can be, and I AM—so there! However, I have just been offered the job of Post Mistress when they start playing Post Office for Charity's Sake, that is, I



felt it my duty to accept.

AL: Now wait a minute, honey! Unfair to Husbands! I won't have some guy in an Arrow Shirt making passes at you. That's OUT. Let's—er, let's go home, huh? By the way—got a handkerchief, hon? Cluett, Peabody & Co., Inc.

*fabric shrinkage held to 1%.

ARROW SHIRTS

\$325 • \$375 • \$395 • \$475

PEOPLE CONTINUED

CARDINALS PLAY, PRAY



SPORTING CARDINAL, Bernard Griffin, Catholic Archbishop of Westminster, lifted his hands on Easter Monday (above) but not in prayer. With this overhead toss, the Cardinal put the ball in play for a championship Gaelic football match near London.



HUMBLE CARDINAL, Joseph van Roey, Belgian Archbishop of Malines, reenacted Christ's last scene with apostles by washing, kissing feet of 12 poor parishioners during Holy Week (above). Afterward the cardinal gave each of them some bread and money.

CONTINUED ON PAGE 56



Pepperell's Loveliest of all Percales

They might be loomed of moonbeams, these exquisite Pepperell Peeress Percales! But no . . . that shimmering smoothness tells a story of lustrous, longer-staple cotton yarn . . . cotton that goes through the extra step of combing for texture as delightful as dreams come true. These long-wearing yarns are spun so fine that there are 204 threads in each square inch—*24 more than in ordinary percales!* For high thread count, for superb smoothness, and for wearability, you simply cannot buy finer percales than Pepperell's Peeress at any price . . . In fact, all Pepperell Sheets in every grade and price—economy muslins, luxury muslins, carded percales—are values as exceptional as Peeress Sheets!

PEPPERELL MANUFACTURING COMPANY, BOSTON, MASSACHUSETTS.

"PEPPERELL" IS A TRADE MARK REGISTERED IN U. S. PATENT OFFICE



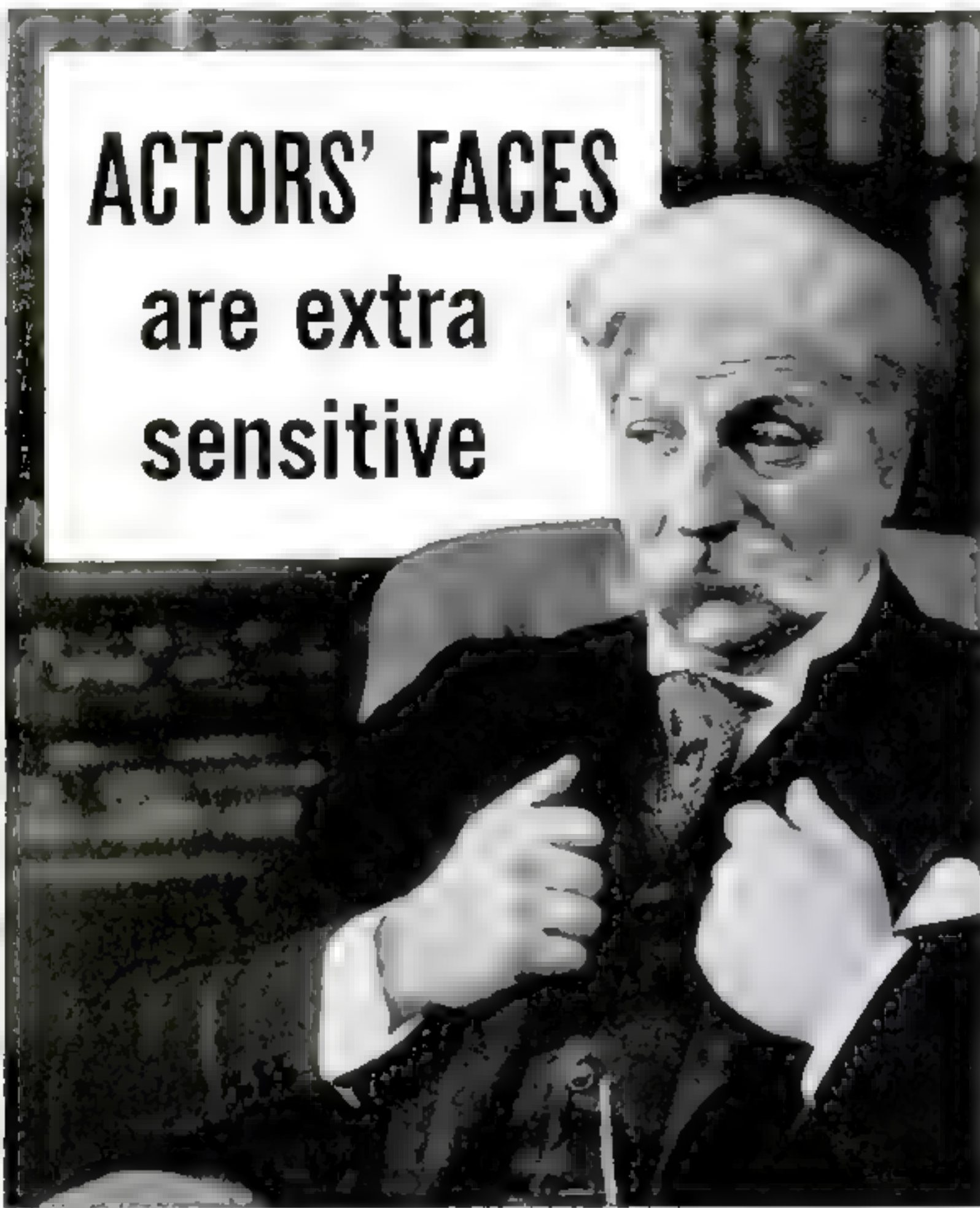
PEPPERELLS . . . THE BEAUTIFUL SHEETS WITH THE WEAR WOVEN IN

PEPPERELL *Sheets*



PEERESS • LADY PEPPERELL • DUCHESS • • COUNTESS • ABBOTSFORD

ACTORS' FACES are extra sensitive



*—that's why Louis Calhern
shaves with soothing WILLIAMS*

LOUIS CALHERN, famous Broadway star who won critical applause in "The Magnificent Yankee," passes along this tip about shaving: "Taking off make-up has made my skin tender, so I always use Williams Shaving Cream. It never stings or irritates."

There's a good reason why Williams is so gentle to a tender face. Made only from top-grade, mild-to-begin-with ingredients, it's put together as carefully as a doctor's prescription. In Williams you enjoy the result of over 100 years'

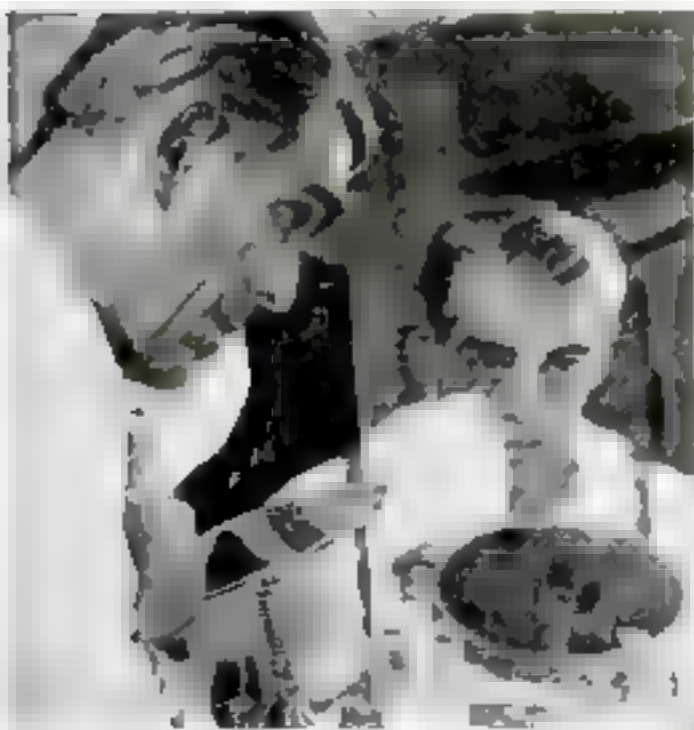
experience in the manufacture of fine shaving preparations.

Smooth, easy shaves

Williams famous super-soaking lather wilts wiry whiskers completely limp. It lets your razor shave off hard-to-cut beards cleanly and quickly—without bothersome pull or scrape.

For real shaving comfort and performance, rely on Williams Shaving Cream. If you prefer a brushless shave, try the new Williams Brushless Cream.

BORIS KARTOFF is another popular star who's learned the secret of easy shaving. He says: "Removing make-up makes my skin very tender and I must shave closely. But my face feels fine when I use Williams Shaving Cream. It lets me shave as close as I like without irritation."



★ ★ ★ ★ ★ ★ ★ ★
NOTE—BRUSHLESS SHAVERS—Williams has the same luxurious shaving cream qualities in a new Williams Brushless Cream.



CHEERS FROM THE KING

When Nice staged its annual Battle of the Flowers during the Easter holidays, the huge prewar crowds were missing. But Sweden's springy, 88-year-old King Gustaf showed he had recovered from the death of his grandson Gustaf Adolf by making the festival a success. As participants pelted spectators with carnations and got pelted right back, Gustaf loosed a majestic cheer (above).



HELP FROM THE QUINTS

A 20-year-old Ontario farmer named Ernest Dionne married Schoolteacher Jeanette Guindon two weeks ago, but the bridesmaids stole the wedding. They were Ernest's five famous sisters, the Dionne quintuplets, now a grown-up 12 years old. After the ceremony at the Dionne home, the quintuplets Marie, Annette, Emilie, Yvonne and Cecile posed with their new sister-in-law.

ONLY RCA VICTOR MAKES THE VICTROLA



FINEST OF THE WORLD-FAMOUS VICTROLA
RADIO-PHONOGRAPHS

The Crestwood

FM radio at its best, new automatic record changer "Golden Throat"
and the tonal perfection of the *Golden Throat*

Finest Tone System in RCA Victor History

This symbolizes the "Golden Throat"—RCA Victor's exclusive 3-Way Acoustical System. This thrilling development is explained technically in an illustrated booklet attached to RCA Victor instruments.

Even before you hear it you recognize *quality* . . . the fine-grained cabinet . . . distinctive, all-in-one roll-out unit for radio and record changer . . . the record changer itself, clean-lined as a piece of modern sculpture, in gleaming metal the color of rich gold.

Try the radio—standard broadcast bands here or overseas, or RCA Victor FM, Frequency Modulation at its clear, static-free finest. Listen to a really fine record—one of the new *Red Seal* releases. From the deep majesty of the bass to the thrilling clarity of the treble, this great instrument captures and fills your living

room with the matchless splendor of great music. Richness, range, *controlled* power—here the "Golden Throat" reaches new perfection!

There's pushbutton tuning for both standard and FM radio, variable tone controls for treble and bass. The record changer, a new RCA Victor design, takes up to 12 records or can be set for manual operation. The pickup is our exclusive "Silent Sapphire."

The Crestwood comes in fine walnut or mahogany veneers or modern blond. 4 record compartments. Plays open or closed, with the tonal perfection of the famous "Golden Throat."

"Victrola"—T. M. Reg. U. S. Pat. Off.



When playing—either records or radio—your set can be closed like this.

**THE "SILENT
SAPPHIRE"
PICKUP**

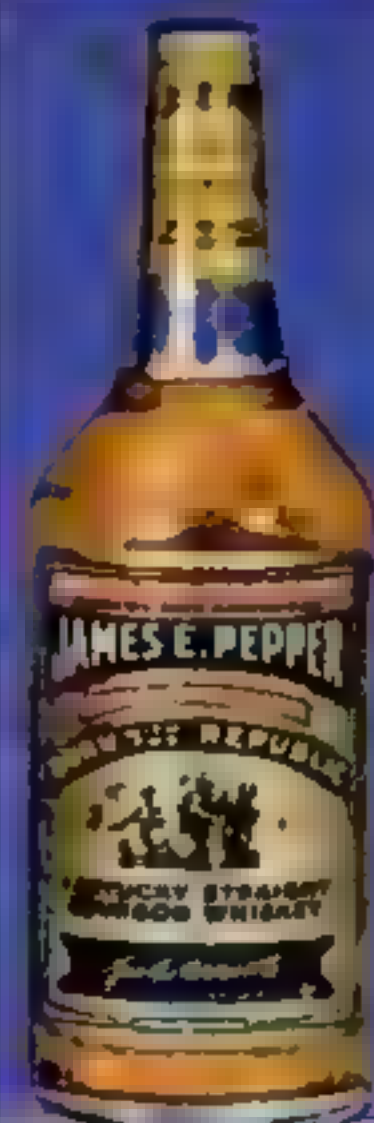
Exclusive with RCA Victor, the "Silent Sapphire" is a precious jewel-point pickup. It "floats" in the grooves of your records, sends music electrically to the "Golden Throat." No needles to change, no "hiss," no annoying needle chatter . . . You will find your records last longer.

RCA Victor

Division of RADIO CORPORATION OF AMERICA



Now your favorite bonded



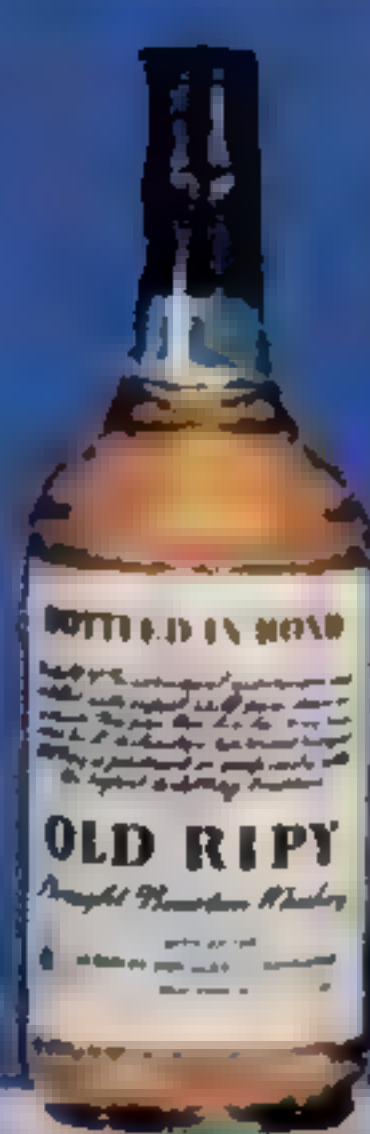
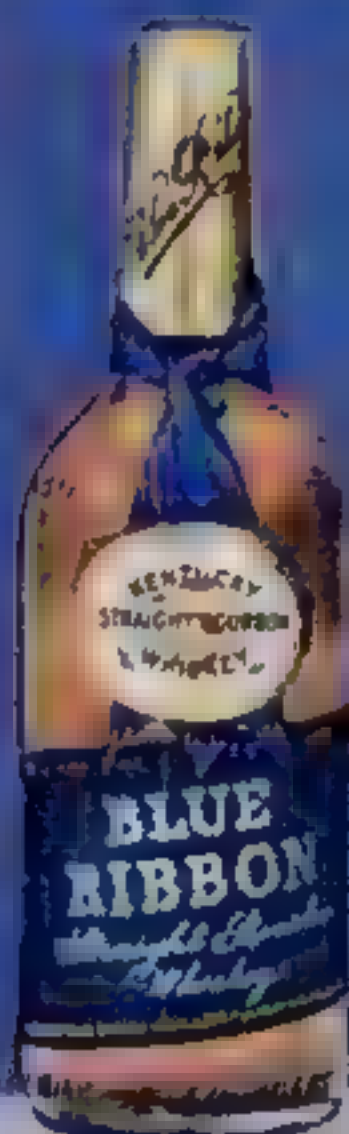
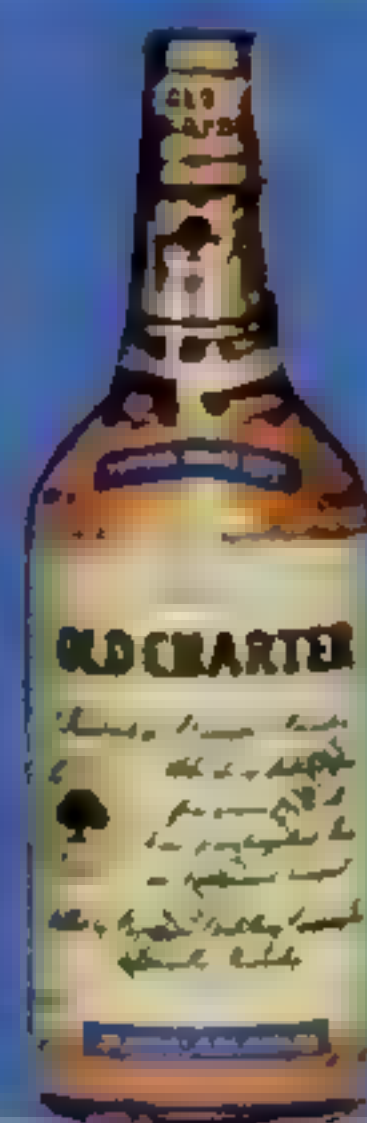
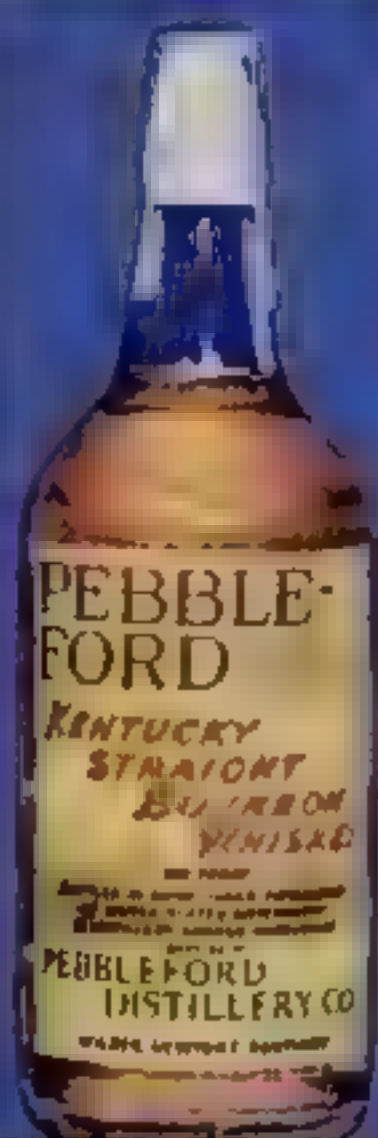
BOTTLED IN BOND, STRAIGHT BOURBON WHISKIES — JAMES E. PEPPER, 100 PROOF. I. W. HARPER, 100 PROOF. PESSLEFORD, 100 PROOF. OLD RIFT, 100 PROOF.

BOTTLED IN BOND, STRAIGHT RYE WHISKIES — SAM THOMPSON, 100 PROOF. GIBSON'S, 100 PROOF. MONTICELLO, 100 PROOF. COPYRIGHT, 1947, SCHENLEY DISTILLERS CORP., N. Y.

or straight whiskey here!

*Slowly, surely
your favorite brand
is returning...*

The quantity of these whiskies
is still limited but the quality of each
is still unsurpassed. The supply
now becoming available is drawn
from precious reserves of
pre-war aged whiskies. Ask for
your brand by name at your bar or
club. Reserve a bottle at your
dealers today.



KENTUCKY STRAIGHT BOURBON WHISKIES — BLUE RIBBON: THIS WHISKEY
IS 5 YEARS OLD, 84 PROOF. OLD STAGG: THIS WHISKEY IS 5 YEARS OLD, 84
PROOF. OLD CHARTER: THIS WHISKEY IS 6 YEARS OLD, 84 PROOF. ANCIENT AGE:
THIS WHISKEY IS 5 YEARS OLD, 84 PROOF.

A delicious, thrifty cooking sauce from California—



You know that Hunt's Tomato Sauce costs only a few cents a can...

But do you know that it takes more than *four* plump, sun-ripened tomatoes to make *one* can?

What a delicious bargain in flavor... for a cooking ingredient that's *all* tomato. Red-ripe beauties, simmered down with seasonings and spices to *flavorful* richness.

And what a convenient, easy way to

flavor up your favorite recipes with tantalizing tomato tang!

Just cook Hunt's Tomato Sauce into spaghetti, meat loaf, soups, stews, cutlets, vegetables, rice, pot roast, gravies. And leftovers.

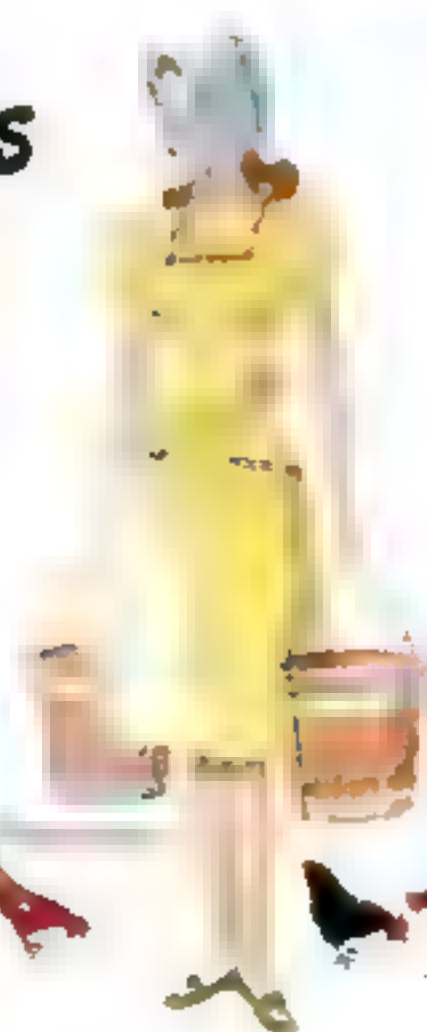
Look for the Hunt red label at your store. That's the way to be sure of the rich, extra-flavorful sauce.

Hunt's Tomato Sauce is one of the 90 quality products of Hunt Foods, Inc., Los Angeles, California.



© Hunt Foods, Inc., 1947.

makes *flavorful* veal cutlets from the Middle West



Veal cutlets with a flavor your family will say is simply grand!

This recipe from the Middle West is quick, easy. And so *extra* good made with Hunt's Tomato Sauce.

4 veal cutlets	2 tsp. chives
Salt, pepper	1/2 tsp. lemon juice
Cracker crumbs	2 cans Hunt's
4 tbsp. fat	Tomato Sauce
2 tsp. parsley	

Wipe cutlets with damp cloth. Sprinkle with salt and pepper, cover with crumbs. Brown in 2 tbsp. fat. Remove cutlets; add 2 more tbsp. fat, Hunt's Tomato Sauce, chives, parsley, lemon juice; blend well. Bake cutlets in sauce in moderate oven (325-350°) for 30 minutes or until done. Serves 4.

Remember—just a few cents buys a can of Hunt's Tomato Sauce that took more than *four* plump, fresh tomatoes to make. Stock your pantry!



Hunt—for the best



WHILE A HEAVY SEA BEATS AGAINST THEIR OILSKINS, BUSY CREWMEN OF THE "CHALLENGE" HURRY TO CLEAN THEIR FISH BEFORE THE NEXT NETLOAD COMES UP

BOSTON FISHERMEN GROW RICH AT HARD JOB

Once again, after last year's long and bitter tie-up, the commercial fishing season is back to normal. All afternoon the boats chug out from Boston's long Fish Pier and head for the Georges Bank 200 miles to the northeast, Banquereau, 450 miles farther, or the Grand Bank up near Newfoundland. When the fishing grounds are reached, men and boats strive mightily to bring in the catch. Sometimes the sea is calm and the big nets, after being dragged over the bottom, can be pulled up easily (*right*). But often the seas grow rough and the little dragger boats plunge through huge waves, the wind whips a cutting spray across the decks (*above*), and the men, fighting to keep their footing on the slithery bodies of their catch, are in constant danger of being washed overboard if they make a misstep.

For anywhere from a week to two weeks the fishing crews do a backbreaking job at breathless pace, working six hours, resting six hours while another shift takes over, then returning to their tasks. Most of them have gone to the sea since they were boys. They are incredibly expert at the host of difficult

jobs every fisherman must perform (*following pages*) and inured to both cold and danger. They also are among the stubbornest—and best-paid—union men to be found anywhere in the world.

By absolutely refusing to go to sea last year until their demands were met,

the fishermen kept the great Boston fleet idle for five months until they forced the owners to grant them 60% of the value of everything they catch. Since captains as well as crews belong to the union, the boatowners have virtually no control over the industry; the men will not go out if the weather looks bad or if they feel they have something better to do. If the price of fish at the Boston market is too low, the men simply refuse to unload their catch. Thus many a boatowner is beginning to wonder why he ever got into the business. The men also say they hate the life, but they love the money that their new union agreement brings them. The trip of the *Challenge* this spring, on which these pictures were made, took nine days. The captain's share of the take was \$781. Each crew member got \$324.



PULLING IN NET of the trawler *Challenge* is shown by this air view made from Coast Guard patrol plane which helps protect fishing fleet from storms.

Memento Feliz!

It's a happy moment
when you first taste this
delicious mountain-distilled rum



Smooth, refreshing *mountain flavor* makes Ron Merito
the matchless mixer. Try it in your next Cuba Libre, Daiquiri
or Rum Collins for *extra taste enjoyment*. The better the
rum, the better the drink. Better use Ron Merito.



Ron MERITO

THE PUERTO RICAN MOUNTAIN RUM

Send for free Ron Merito Recipe Booklet

AVAILABLE IN BOTH GOLD AND WHITE LABEL. 86 PROOF. WRITE NATIONAL DISTILLERS
PRODUCTS CORPORATION, DEPT. L37, P. O. BOX 12, WALL STREET STATION, NEW YORK 5, N. Y.

Boston Fishermen CONTINUED



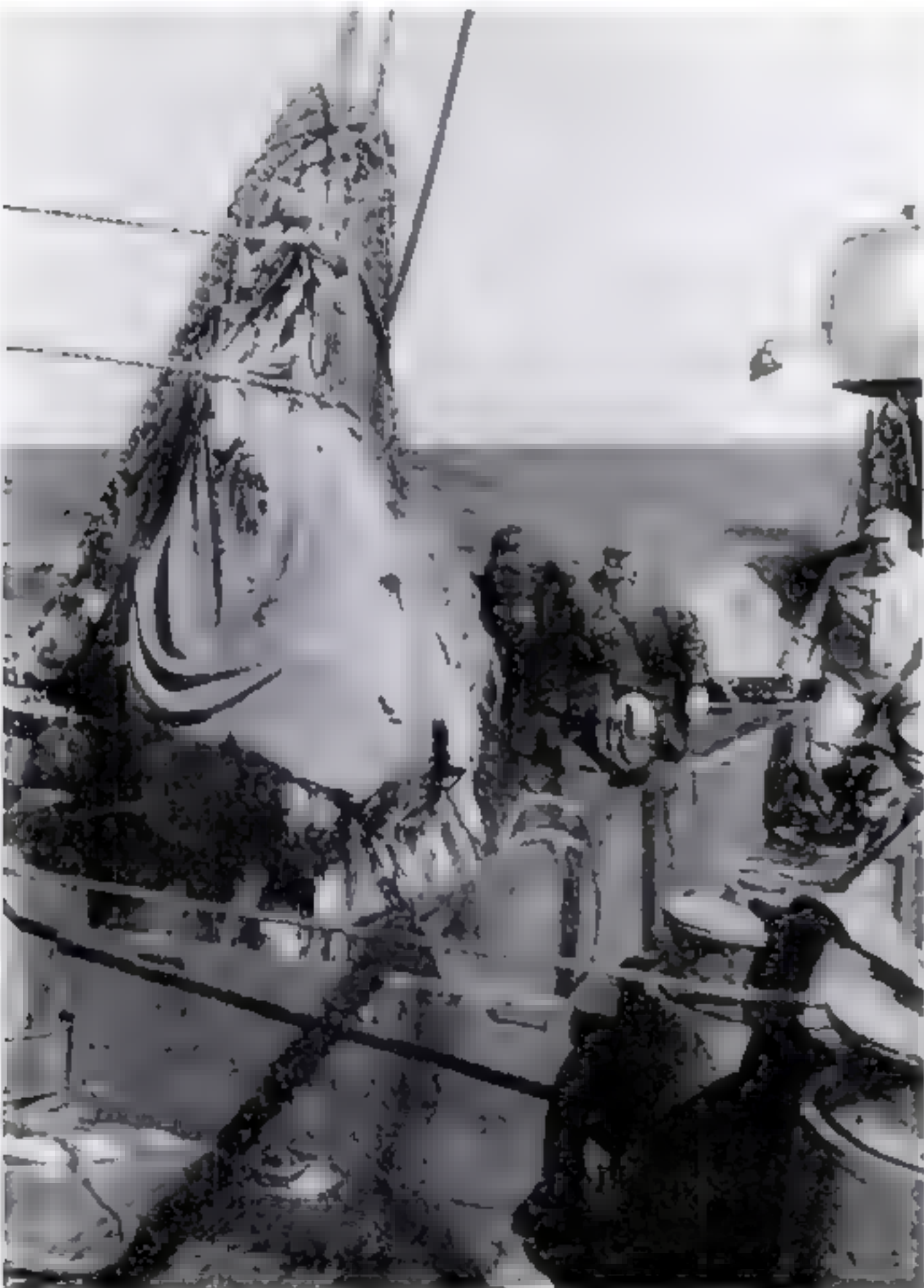
HAULING THE NET aboard, crewmen inspect it carefully for breaks and tears made by rock bottoms and heavy loads, through which fish can escape.

FULL NET MEANS 30,000 POUNDS

The pay-off is what comes up in the dragger's net. Twenty times a day, the huge, cone-shaped mesh is hauled aboard and dumped. Sometimes the net is heavy with 30,000 pounds of fat, silvery cod and haddock. Sometimes it comes up nearly empty except for a mess of useless dogfish, sea robins and skates. As the net's mouth comes aboard (*above*), crewmen stand by to mend breaks. When the "cod end" (where fish have collected) comes alongside (*opposite page, top*), they crowd the rail to look at the catch. Then, when fish finally pour into a bin on deck, (*opposite page, bottom*) the crew knows whether the pay-off will be fat or lean.



THE "COD END" breaks water. In the net this time are 8,000 pounds of fish, mostly valuable cod and haddock. This is a better-than-average haul.



OPENING THE NET is performed by "cod end man," who gets beneath it in oilskins and pulls a drawstring, then jumps back (above) as fish pour out.

CONTINUED ON NEXT PAGE



MODERN!

'Sub-Tint' Cream-Powder Base

WHAT IS SO MODERN AND NEW ABOUT IT?

First—the dramatic difference it makes in your complexion—without a hint of that unnatural, mask-like appearance. Second, the smooth, clear, flawless look it gives your skin—the way it keeps your make-up perfect all day long. 'Sub-Tint' goes on lightly, evenly, hiding tiny complexion faults.

It is creamy, not greasy—and it does not pull or dry your skin. Once tried, you'll never be without it, for the miracle of 'Sub-Tint' Cream-Powder Base will surprise even you with your own loveliness. \$1. (plus tax)



4 SHADES
Light
Medium
Dark
'Vibrant'
luminous
new color

Coty



COMPLETE PROCESSING of fish is done on deck between hauls of net. The man at extreme right is a "ripper" who, with razor-sharp knife, slits open

CLEANING THE FISH KEEPS

Once the net has been thrown overboard for the next drag, the hardest part of the fishermen's job begins. Within an hour, when the net will come up again with another heavy load, all the fish on deck must be ripped open, cleaned, sorted and safely packed away in ice. Two crew men, with knives so sharp they can be used for shaving, jump into the pen of fish. These two "rippers" slit the fishes' bellies and toss

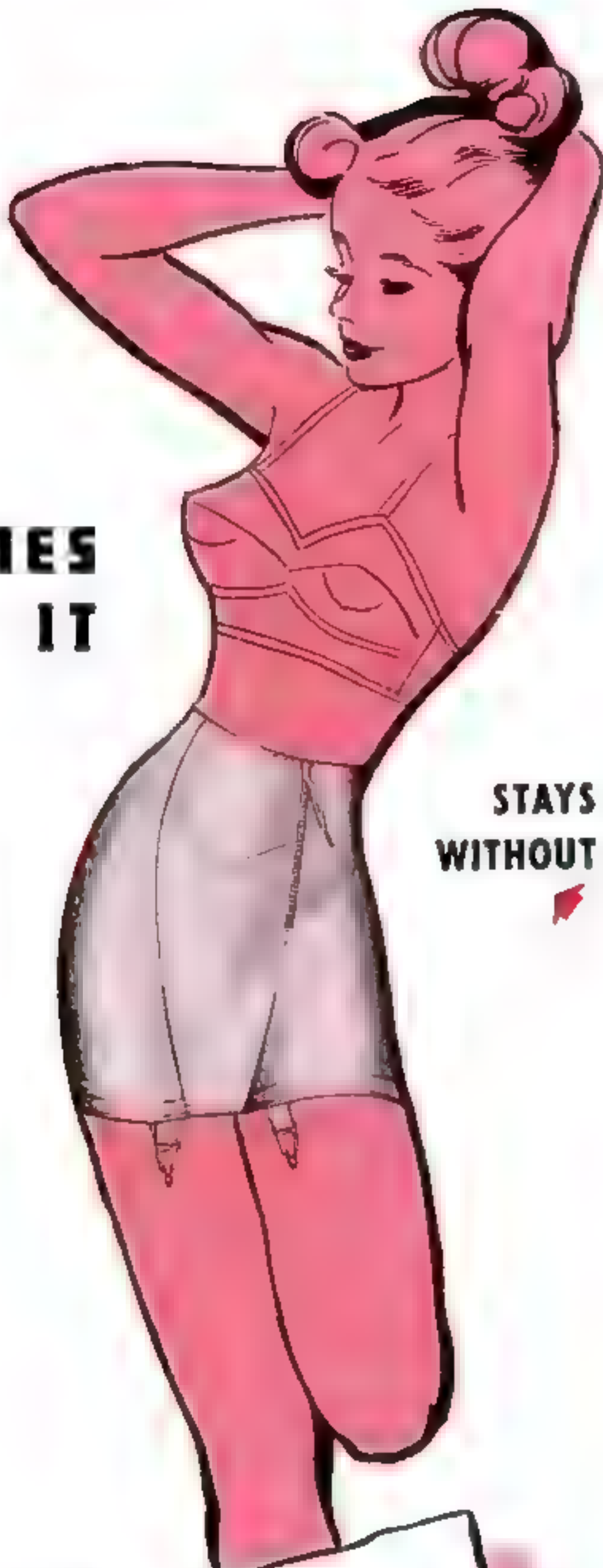


EXPERT GUTTER is Stan Sullivan, who has spent 33 of his 47 years at sea.



END OF WATCH finds Sullivan badly in need of cleaning by hose.

**NO BONES
ABOUT IT**



**STAYS UP
WITHOUT STAYS**



Wonder of wonders, a smart new girdle that has no bones, yet it won't wrinkle, won't roll over, won't bind —yes—IT STAYS UP WITHOUT STAYS. So different from ordinary uncomfortable boned garments, this new "Perma-lift"® Girdle is fashioned with a Magic Inset that gives you all the advantages of bones, yet none of the discomfort. And you can wash it and wear it as often as you like, it never loses its wonderful "can't roll" feature. For a comfort thrill beyond belief, wear a new "Perma-lift" Girdle, Pantie, or Foundation. At fine corset departments everywhere—most styles \$7 to \$12.50. The perfect companion to your "Perma-lift" Brassiere —AMERICA'S FAVORITE BRA—with The Lift that never lets you down.

•"Perma-lift" and "Hickory" are trademarks of A. Stein & Company • Chicago (Reg. U. S. Pat. Off.)



the fishes' bellies and tosses the fish to the "gutters" in center pen, who finish the job. The *Challenge's* unusually fast crew can clean 8,000 pounds an hour.

CREW BUSY BETWEEN CATCHES

them into the next pen, where "gutters" swiftly and expertly remove the entrails. Then the fish are tossed into boxes from which they are pitchforked into the hold where 50 tons of ice await them. Thus everybody aboard is kept busy almost every waking moment—including the captain, who must clean his own quarters and equipment (*below, right*) because union rules require the men to be used only as fishermen.



IN SHIP'S HOLD Tommy Griffiths packs the fish in layers of ice.



CAPTAIN, Richard Dobbin, cleans own quarters because of union rules.

CONTINUED ON NEXT PAGE

P&T

PARK & TILFORD

Private Stock

America's Luxury Whiskey



*From the
Treasured Stocks of a
Century Old House*

PARK & TILFORD DISTILLERS, INC., NEW YORK, N. Y. • A BLEND OF STRAIGHT WHISKIES • 86 PROOF

"Don't say club soda,
say **White Rock!**"



For the finest highballs, choose the finest of sparkling waters, White Rock. Its mineral tang makes your drinks taste better tonight—and its alkaline effect helps you feel better tomorrow.



White Rock
Sparkling Water

KEEPS YOU SPARKLING, TOO!



MUG-UP in galley replaces regular meals for Ripper Martin Colbert (right) and Gutter John Hearn, who gulp sandwiches in brief interval between hauls.



LINE-UP of ship's crew, whose average age is almost 40, includes 12 Newfoundlanders. Captain Richard Dobbin (second from right, foreground) is 38.



ANTE-UP of crew's profits goes on every spare moment in fore-castle poker game. High stakes are usual because the men earn average of \$200 per trip.

CONTINUED ON PAGE 62

*Look by Look...
Kiss by Kiss...*

They became
partners in
MURDER!

Hard-boiled realism
that makes you gasp—
this savage drama
of life in the raw, with
the screen's "Dillinger"
as the coldest Killer
a woman ever loved,
and beautiful Claire
as a female even
"deadlier than the male."

RKO
PRESENTS

LAWRENCE
TIERNEY • TREVOR • SLEZAK

in

'BORN TO KILL'

with

PHILLIP TERRY • AUDREY LONG

Produced by HERMAN SCHLOM • Directed by ROBERT WISE

Screen Play by EVE GREENE and RICHARD MACAULAY

R K O
RADIO
Presents



RED HEART 3-Flavor Dog Food is back in cans!

GOOD NEWS... Red Heart in cans is back! And in those 3 famous flavors—Diets A, B and C—that make dogs come every mealtime.

Red Heart is made of wholesome, Federally-inspected meat and meat by-products, combined with other nourishing ingredients. All 3 Red Heart diets are rich in the same body-building, health-maintaining food elements. Only the flavors differ.

Fed in rotation, Red Heart 3-Flavor Dog Food gives your dog the nutrition he needs, the taste variety he craves. Buy all 3 Red Heart diets today. Now back in cans.

**3 Famous Diets
For Taste Variety
FEED IN ROTATION**

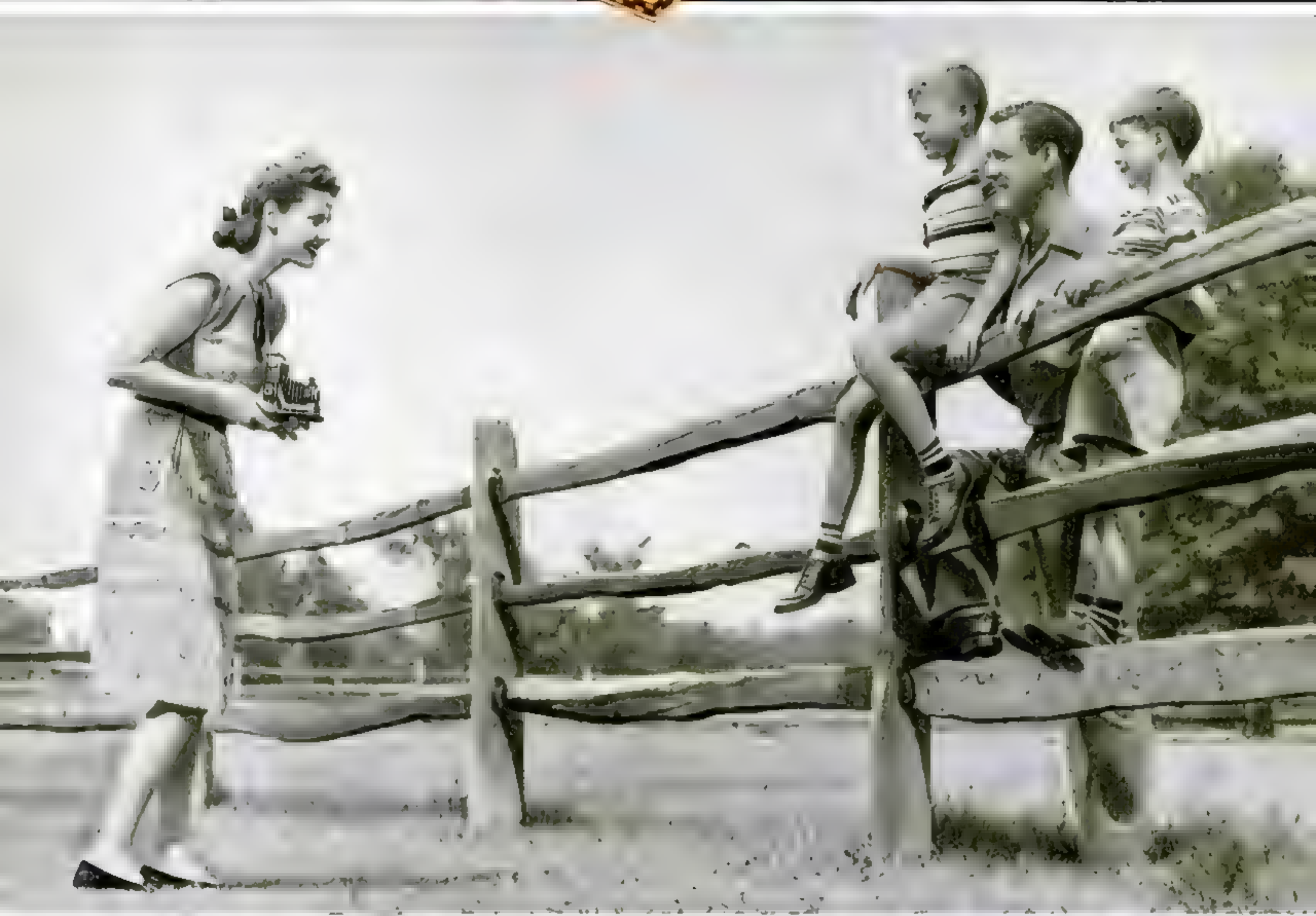


JOHN MORRELL & CO., MEAT PACKERS, GENERAL OFFICES, OTTUMWA, IOWA



CLEAN-UP squads of gulls and gannets follow close behind the homebound ship, swooping down to pick up entrails and small fish tossed over the side.

YOU press the button
—**IT** does the rest



Nobody gets more fun out of making a good snapshot than a rank beginner—a kid, or maybe a woman who was “always afraid of a camera.” That’s why beginners so often become real fans after using Kodak Verichrome Film.

For they do get their snapshots—and good ones—right from the start. Why does anybody wait, when it’s all so simple and sure with Verichrome? You press the button, it does the rest.

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Only Eastman makes
Kodak Film

...the film in the familiar yellow box

Kodak

CARLING'S ALE



Turn down the bed, open a good book, pour yourself a Carling's, and relax regally.

That answers the riddle of Red Cap on white bed.

It's better, not bitter—deliberately different—a light, bright flavor, cross-blended for the American taste.

BREWING CORPORATION OF AMERICA
Cleveland, Ohio

BORN IN CANADA (1840) NOW GOING GREAT IN THE 48 STATES



ON THE STONE STOOP OF HIS BEACON HILL HOUSE GEORGE APLEY, AS PLAYED BY RONALD COLMAN, SEEMS MUCH TOO WELL DRESSED FOR A BOSTON ARISTOCRAT

MOVIE OF THE WEEK:

The Late George Apley

The movie is ingratiating but far less biting than the book or play

George Apley, who never existed outside J. P. Marquand's great novel or his equally successful play, is by now the nation's favorite symbol of a Boston Brahmin surrounded by the genteel aroma of narrow traditionalism, neat tweed and inherited money. As characterized in the book and the play Apley and the intellectual strait jacket in which he lived provided some of the most biting satire ever directed at Beacon Hill. But the 20th Century-Fox version of *The Late George Apley* is far gentler and often less credible, principally because the movie Apley mellows and compromises his principles to provide a happy Hollywood finale.

Ronald Colman is suitably stuffy as an Apley whose noblest personal ambition is to be elected

president of the Blue Hill Bird Watchers' Society, whose greatest struggles involve the acquisition of properly well-born mates for his children and whose biggest shock comes when his rebellious daughter describes a Boston debut as "nothing but the old idea of introducing the virgin to the rest of the tribe." But with his clipped British accent, pearl-gray spats and wing collar, the handsome Mr. Colman looks little like a Boston aristocrat of the 1900s and more like a British diplomat. Even the obvious charms of Irish Peggy Cummins seem implausible in an old Boston household. What helps make the movie good entertainment, however, is an able supporting cast and some wonderfully ironic dialog like that on the following pages.



I own TWO
ALLIGATOR Waterproofs
because . . .



Always prepared...

Always protected...

ALLIGATOR
Waterproof

You'll be singing in the rain in your Alligator Waterproof . . . because it's guaranteed to keep you absolutely dry in drizzle or downpour! Exclusive Alligator processing fills every fibre of the fabric . . . and locked seams are an added plus. It's rollable, crushable, pliable, packable in small space! And great value!

There's an Alligator in a Style and Price for You!

You'll find waterproof and water repellent Alligator raincoats in a variety of styles . . . Choose yours today! The Alligator Company, St. Louis, New York, Los Angeles.

BETTER DEALERS FEATURE:

ALLIGATOR

Rainwear

because . . . IT'S SURE TO RAIN!

"The Late George Apley" CONTINUED

THESE ARE EXCERPTS FROM THE MOVIE



APLEY STARTS OFF HIS DAY BY DISCUSSING THE NEWS WITH HIS WIFE

APLEY AND THE OUTSIDE WORLD

The scene is the big living room of George Apley's house on Beacon Street in Boston. It is Thanksgiving morning, 1912 and Apley is talking to his wife Catherine about the day's news.

CATHERINE: What's in the paper, George?

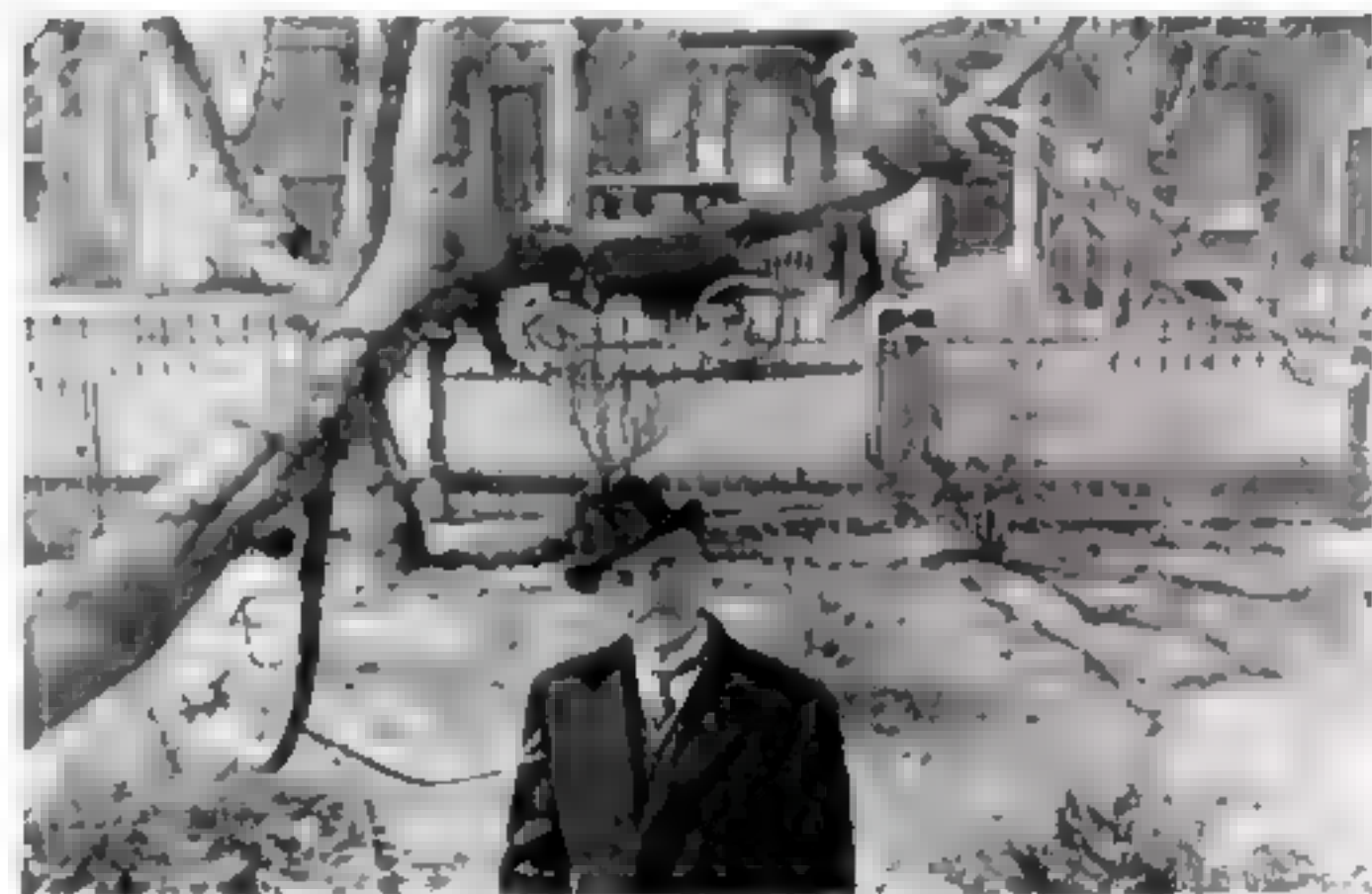
APLEY: Mr. Justice Holmes has written another dissent—this child labor case. I do wish he'd show a little more judgment.

CATHERINE: But you're against child labor, George!

APLEY: I know—but this constant dissenting! It creates a bad general impression, especially in a Bostonian. *(His face brightens.)* Ah, here's news from Europe: *(reading)* "Boston Woman Becomes Mother of Triplets in Rome."

CATHERINE: Anyone we know?

APLEY *(shocked by such an idea)*: Catherine!



IN THE PARK NEAR HOME APLEY MAKES A HABIT OF WATCHING BIRDS

APLEY AND HIS OBLIGATIONS

APLEY: We have so many obligations. Take next week for instance: on Monday night there's a trustees' meeting of the Boston Waifs' Society, our family charity. And Tuesday afternoon is the Tuesday Afternoon Club. Tuesday night: the Save Boston Society. It's about allowing an electric sign on the edge of the Common.

CATHERINE: Is that so important?

APLEY: My dear, it's going to say "Grape Nuts."

CATHERINE: I suppose we must stop that.

APLEY: . . . Wednesday night: the Wednesday Night Club. . . . Thursday . . . *(He frowns.)* I'm sure there's something else on Thursday. . . . Of course! There's a special meeting of the Blue Hill Bird Watchers' Society. . . .

CATHERINE: We do so many little things.

APLEY *(a little hurt)*: Someone has to be a trustee for the Boston Waifs; someone has to prevent harmful literature from reaching our libraries; someone has to keep electric signs off the Common. My grandfather, my father. . . . These are things that have come down to me, Catherine.

CONTINUED ON PAGE 57



Do your gardening on washday

THE BENDIX DOES THE WASH

...without you!



Transplant yourself

...out of the laundry, into the sun—any washday. First you set the Bendix dial and put in soap. Then off you go! All by itself your Bendix fills itself with water . . . washes the clothes . . . changes its own water . . . rinses 3 times . . . damp dries clothes . . . cleans itself . . . drains itself . . . shuts itself off. You never put your hands in water. There's no lifting or stooping with the Bendix basket-level port-hole. And the Bendix leaves no clean-up work for you . . . no wash-day mess . . . no steamy odors.

Only the Tumble-Action principle of the BENDIX washes clothes so clean, so gently . . . with so little hot water and soap . . . and no work at all!

EVEN YOUR GARDEN TOGS don't get too soiled for the Bendix' thorough Tumble-Action cleansing. It tumbles clothes hundreds of times in extra-active suds. And every load gets fresh soap-and-water sudsing, so clothes never get that dirty water dullness, from chilled-off water and soil-weakened suds.

YES! Plenty of hot water left for your shower—thanks to the Bendix Water-Saver Cylinder, that uses gallons less hot water. And with less water in the cylinder, you need lots less soap, too.

NOW PASTELS ARE "PRACTICAL"—because your Bendix

washes them fresh and lovely—with Tumble-Action so gentle you don't need to do them by hand. There's no agitator wear and tear. And with Bendix' Triple Rinsing those colors stay clearer, brighter—linens wash daisy white.

WHAT A REPUTATION! For nine whole years the Bendix has been doing such a wonderful job of workless washing, that now you'll find the Bendix in half a million homes. See why the Bendix is the favorite—see your dealer's Bendix demonstration!

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See the new
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Your "IN" with the Best Dressed Circle

For good standing in the Best Dressed Circle
...for superior quality moderately priced...
for looks that command respect, go City Club
—confident, comfortable, correct!

Also CLASTON SHOES at lower prices



City Club

DISTINCTIVE SHOES FOR MEN

Ask your shoe dealer or write

PETERS, DIVISION OF INTERNATIONAL SHOE COMPANY, WORLD'S LARGEST SHOEMAKERS, ST. LOUIS 3, MO.

"The Late George Apley" CONTINUED



AT THANKSGIVING DINNER APLEY DISCUSSES BURYING OF AUNT HATTIE

APLEY AND THE FAMILY BURIAL PLOT

The Apley family and their relations are gathered around the Thanksgiving table. George Apley speaks as he serves turkey.

APLEY: . . . but no stuffing. Now that we're all together, there's a little family matter I might take up. It's about Cousin Hattie.

AMELIA (Apley's sister): She's dead. Been dead for a month.

APLEY: That's just the point. . . . (He serves a plate) As you know, the Henry Apleys are a very distant branch of the family. They are barely Apleys at all. . . . It's about Cousin Hattie's burial.

ROGER (Amelia's husband, who likes to tease Apley): Do you mean to say they haven't buried her yet?

APLEY: They buried her at Mt. Auburn, and to that I have no general objection. . . . Any Apley connection, no matter how remote, is welcome to rest there. (He glances down the table at a distant cousin, an unctuous Bostonian named Horatio Willing.) Even you, Horatio.

HORATIO: By Jove! Thank you, George.

ROGER: Well, you're all fixed now, Horatio. . . .

APLEY: Last week, Catherine and I happened to visit Mt. Auburn. I was particularly anxious to see how the arborvitae border was doing back of Father's stone. Suddenly, to my astonishment, I saw a new headstone of pink granite with a recumbent figure on it. (He pauses dramatically.) There, in our part of the lot, was Cousin Hattie, large as life!

AMELIA: Well, there's nothing we can do about it now.

APLEY: On the contrary, I have written Henry Apley a letter explaining that he must move his mother somewhere else—say, down to the bottom of the slope.

HORATIO (approving): It was very pushing of the Henry Apleys, putting their mother right where George might want to go.

APLEY: That's hardly the point, Horatio.

HORATIO: The only thing is, Boston will be split into factions over this. People will take sides. It will create talk. . . .

ROGER: You know, it's possible that there are quite a few people in the world who've never even heard of the Apleys.

AMELIA: Nonsense! Everyone's heard of us—in Boston, anyway. Whenever I'm depressed, I remind myself that I'm an Apley.

ROGER: (after a pause): I'll have mine without stuffing, George.



APLEY STARTS WRITING A DIFFICULT LETTER TO AUNT HATTIE'S SON

You've Never Seen Hot Water Like This!

Hot Water "Packaged-in-Glass"!

Yes, a new discovery about hot water gives you cleaner, purer hot water...automatically...for every household use—water as sparkling clean, as the source itself!



No Rusting-No Corroding

Tank rust that ruins precious laundry...corrosion dirt that stains your bath—both are banished with the modern water heater that cannot rust and cannot corrode.

Only the *Permaglas* Water Heater promises you this protection. For its tank surface is mirror-smooth, sparkling blue glass-fused-to-steel. It's as sanitary as a clean drinking glass!

Yet the "*Permaglas*" tank is only one feature of this new-discovery water heater...

Controls are safely concealed; nothing mars the smooth white beauty. Rear-Vu Connections hide unsightly piping. The handsome pyramid base eliminates gawky legs.

In every way, the *Permaglas* Water Heater matches the beauty and efficiency of your modern kitchen, your modern bathroom. It assures you years of truly carefree hot-water convenience.

At leading public utilities, merchant plumbers and better appliance dealers, or write the nearest office below for complete information.



Fully automatic...ample capacities...gas or electric

Manufacturers also of the famous *Duraclad* Automatic Storage Water Heaters—zinc lined for economy and dependable service.

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If you wanta
swing on
my gate...

keep brushless with Barbasol

If you're not already a Barbasol fan you're due for the smoothest, cleanest, quickest, pleasantest shave you ever had, when you try this easy technique. Just wash your face. Leave it wet. Smooth on soothing fragrant Barbasol so it "surrounds" each whisker. Shave it off. That's

all! Quick-acting ingredients snatch the stiffness out of stubble, but leave the natural moisture in your skin. So Barbasol shaves don't tighten, roughen, or dry your skin. For easier shaves and better looks, keep brushless with Barbasol. Learn why it's the world's largest selling shave cream!



"The Late George Apley" CONTINUED



DAUGHTER ELEANOR SHOCKS APLEY BY SAYING SHE HAS READ FREUD

APLEY AND SEX

After filching his daughter's copy of Freud's works, Apley revises his notions about sex, then tries to explain them to his wife Catherine.

CATHERINE: I thought it was only right, if Eleanor is interested in Dr. Freud, that I should know something about it. But I couldn't find the book in her room.

APLEY: (clearing his throat): Well—as a matter of fact...I thought perhaps I should glance at it myself—just to check up, of course...

CATHERINE: What's it about?

APLEY: ...It advances a theory that frankly never occurred to me.

CATHERINE: What sort of theory?

APLEY: Why, it's about the mind, really. The mind and the way human relationships affect the mind...Well I don't know exactly how to put it, Catherine.

CATHERINE (prodding him): Eleanor has been reading it...

APLEY: Then I shall have to resort to a word that I have never used in your presence. It seems to be very largely a book about—sex.

CATHERINE: Oh! But how can he write a whole book about—that?

APLEY: Dr. Freud does seem to pad it a little, here and there. For instance, he tells the story of a certain Mr. X. It seems that this Mr. X, when he was four years old, had an experience with his nurse that colored his entire life. Now I remember my own nurse very well. And I know that neither of us forgot ourselves even for a moment.

CATHERINE: But what happened between Mr. X and his nurse?

APLEY: That's what is so confusing. Nothing at all definite did happen but after that he always dreamed of locomotives.

CATHERINE: (confidingly): George, the other night I had a strange dream...

APLEY (hastily): Perhaps you'd better not tell me until you've looked the book over, Catherine. It seems to be Dr. Freud's idea that emotion, that is—sex—very largely governs the lives of people (noting her surprise) in other parts of the country.

CATHERINE: I see. (He starts to hide the book.) There's no reason to hide it, George.

APLEY: No. I'll put it on the shelf downstairs, next to Emerson. Come to think of it, Catherine, they have more than a little in common. Dr. Freud is trying to do the same thing *with* sex that Emerson did without it.



APLEY HESITANTLY TELLS HIS WIFE ABOUT THE NEW BOOK BY DR. FREUD

A PROMISE FULFILLED



ANNOUNCING THE NEW EXIDE BATTERIES

The NEW Exide Batteries are the fulfillment of a promise . . . made by Exide to the car owners of America . . . to create a new automotive battery that would combine Exide engineering and manufacturing skill with the priceless knowledge gained from wartime experience.

The new Exide Batteries excel even Exide's best efforts of the past. They are new throughout . . . new in design . . . new in construction . . . new in performance ability . . . with noteworthy improvements and added features that assure better service, longer life and less cost per mile of operation.

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Philadelphia 32
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WHEN IT'S AN EXIDE . . . YOU START



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Motion Picture
Ever Made!....

JAMES MASON

face-to-face with
raw emotion in

"ODD MAN OUT"

an adventure
in unbearable
suspense!

TENSE!
TAUT!
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A LOVE LIKE THEIRS
LIVES FOREVER!

*Directed with the masterful touch
of Carol Reed. Based on TODAY'S
Best-Selling Novel by E. L. Green*

J. ARTHUR RANK Presents

JAMES MASON

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"ODD MAN OUT"

also starring

ROBERT NEWTON

with Fay Compton

and introducing Kathleen Ryan

and Stars of the Famous Abbey Playhouse

A Two Cities Film • Produced and Directed by CAROL REED

Story by F. L. Green • Screenplay by Robert Sherriff and E. L. Green

A UNIVERSAL-INTERNATIONAL RELEASE



MOST EXPENSIVE DAFFODILS today include these six specimens. At top is Bonington, which costs \$40 a

bulb. In second row (left to right) are Sierra Snow, \$20; Broughshane, \$60; Morninglow and Coraue, each \$40.

In third row are U. E. Banev, \$100; Stardust, \$50. At bottom is Pink Gem, \$80. They are reproduced full size.

Daffodils

The fresh spring daffodils, the "lily-stars" and "daffydowndillys" which have long stirred poets to their prettiest lyrics, were simple little meadow flowers (*next page*) which grew wild in profusion around the Mediterranean Sea. The daffodils which today move gardeners to horticultural rhapsodies are big, highly bred, high priced flowers like those shown above. These new daffodils, which cost up to \$100 a single bulb, are being introduced this spring by Jan de Graaff of Sandy, Ore., the biggest grower of new daffodil varieties in the U. S. They stand high on two-foot stems and bear strong petals, hard for heat or rain to spoil. In the Middle Ages daffodils were sold only to flavor liqueurs and encourage vomiting. Now U. S. home gardeners buy \$3,000,000 worth of flowers and bulbs a year.

CONTINUED ON NEXT PAGE



SIX MILLION DAFFODILS Bloom in broad rows every April on the Graffl Oregon Bulb Farms near Mt. Hood (right rear). Bulbs are dug up in July and carefully sorted

in an air-conditioned barn (left rear). A third of the crop is sold, the rest is dried and re-planted in autumn. In order to produce a new variety of daffodil in sufficient quantity



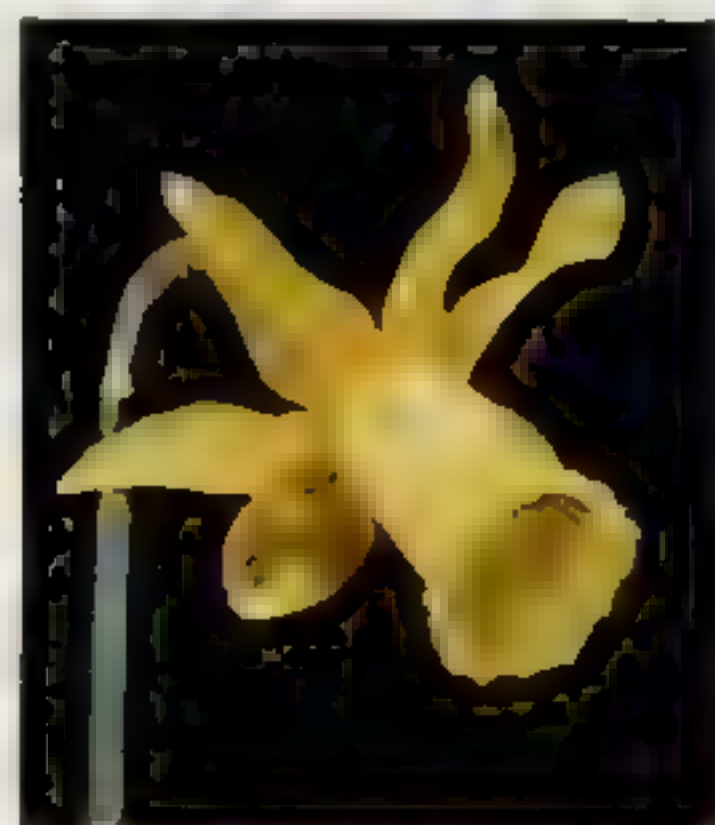
WILD DAFFODILS (shown across bottom of page) are tiny like trumpet (above)



HOOP PETTICOAT daffodil of Africa has dwarf petals scoured by breeders,



JONQUIL, like daffodil, belongs to narcissus group but lacks cousin's trumpet

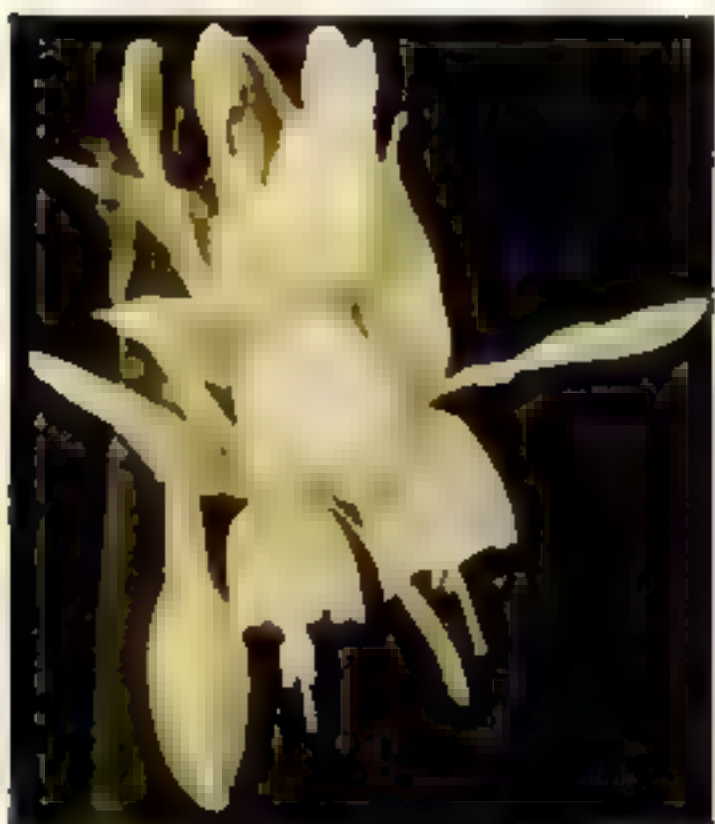


QUEEN OF SPAIN is prized by growers for breeding, rare & grows well in



to market it, a breeder must cultivate a seedling for five years before it blossoms, then take the roots from this flower, plant and repeat them for another 10 years. De Graaf

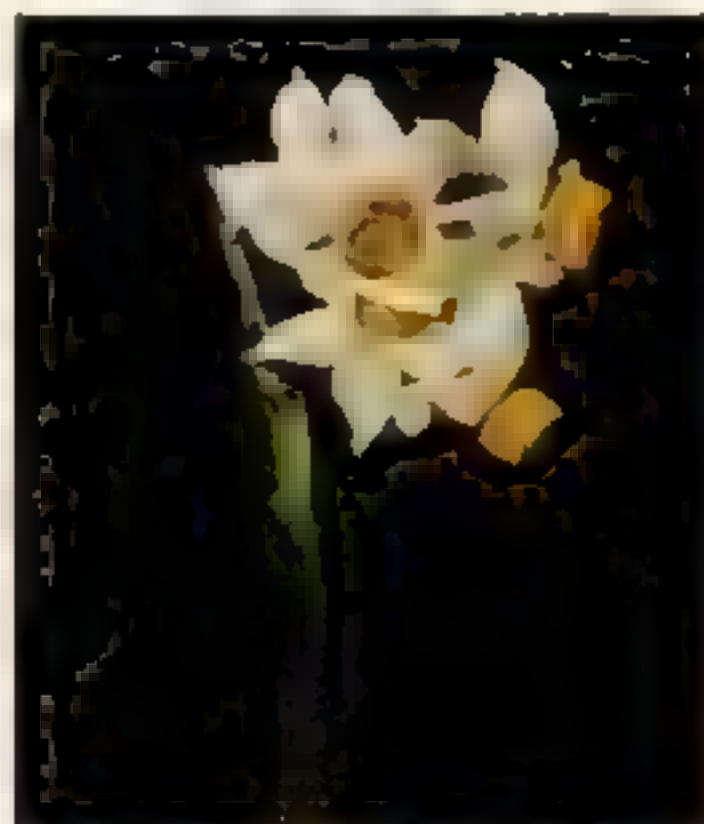
has 1,500 different varieties of narcissus, which is the scientific name for daffodils. All of them sprang originally from wild blossoms like those he now collects for fun (below).



ANGEL'S TEARS was named for frightened Spanish child who hid but not from it.



LIGHT YELLOW petals as well as orange (opposite page) grow on the Hoop Petticoat.



MEDITERRANEAN type, by legend, turned yellow when Pluto touched it.



WHITE DAFFODIL turns pink with age. Breeders now produce pink variety from it.

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CANCER (INDICATED BY RED) ON LINING OF STOMACH WALL WOULD BE DIFFICULT TO DETECT AT EARLY STAGE SHOWN IN THIS MODEL, MADE BY ABRAM BELSKIE, NEW YORK CITY

CANCER

RESEARCH WILL ULTIMATELY FIND NEW CURES

by GERARD PIEL

AT one time or another during the past three weeks an especially large number of U.S. citizens have been seized with the dread that they may have cancer. They have regarded with suspicion all cold sores, warts and birthmarks, persistent hoarseness, painless lumps under the skin and pains in the stomach. A great many have gone to see their doctors.

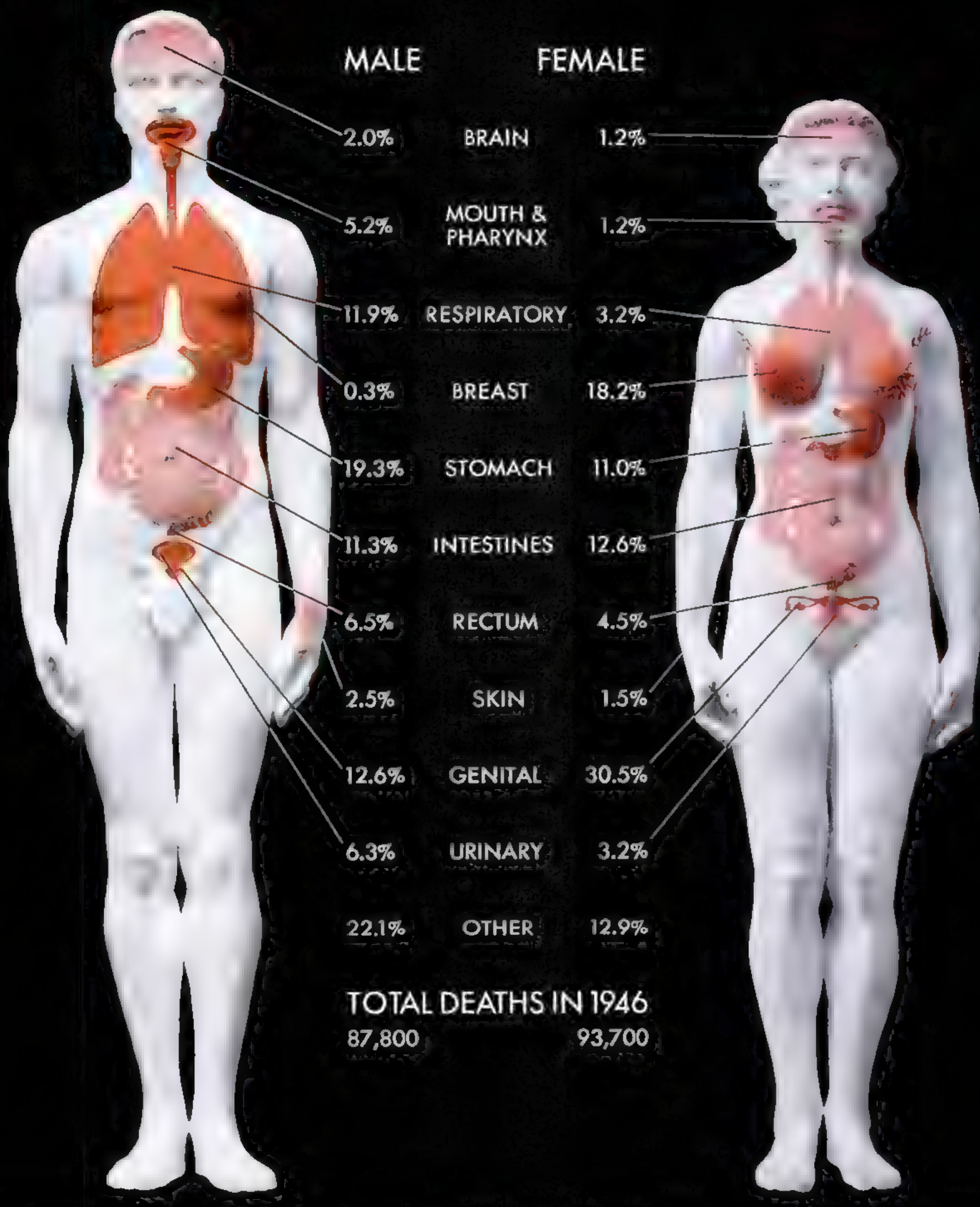
The explanation for this epidemic of cancerophobia, which has now become an annual affair, is the April campaign of the American Cancer Society. This campaign has two objectives. The first is to make people wary of the disease, now the nation's second greatest cause of death, because cancer can be cured if action is taken in time. The second is to raise \$12 million. Of this total the substantial sum of 25% will be allocated to support laboratory and

clinical research, because systematic research into the cause and cure of cancer represents the sole means by which the mounting cancer death toll will ever be materially reduced.

Unlike the infectious diseases or even the heart and circulatory afflictions, which are the No. 1 cause of death, the incidence of cancer has little or nothing to do with standard of living, sanitation, prior medical history or habits of personal hygiene. It arises from ultimately unknown causes in the cells of the body's own tissues: "The cells run wild." Beyond this it is known only that more than one out of eight people, if they live long enough, will inevitably develop cancer. Against early cancer the present tools of medicine, surgery and radiation are potentially 100% effective. But cancer has no symptoms of its own; it is difficult to detect

before it is too late. The result is that surgery and radiation do not cure more than 25% of all cancer victims. Even if they were applied at optimum efficiency, they could not save more than 60,000 of the 185,000 who will die of cancer in 1947 (pp. 78-79).

It is obvious that the only way to bring cancer under control is to find a better way to cure it. Now that public financial backing has begun to provide something like adequate funds for research, scientists are confident they will find new cures. They do not guarantee that clinical research (pp. 80-81) will yield a cure in the near future. But in time to help most of the 17 million living Americans who are fated to have cancer before they die, they are hopeful that basic research (pp. 82-84) will equip medicine with more positive tools for its treatment.



INTERNAL CANCERS cause overwhelming majority of cancer deaths, as is demonstrated by this chart of male and female deaths by organs in which the primary tumors of fatal cancers develop. As cancer death rate ascends from year to year, the percentages shown here vary little. Nearly 50% of female deaths are caused by cancer

of reproductive organs and breast. More than three times as many men die of cancer of the mouth, pharynx and lungs and 60% more of cancer of the stomach. Doctors suspect that the major cancers in women are linked to internal glandular disturbances, in men to their more intense exposure to unknown environmental factors.

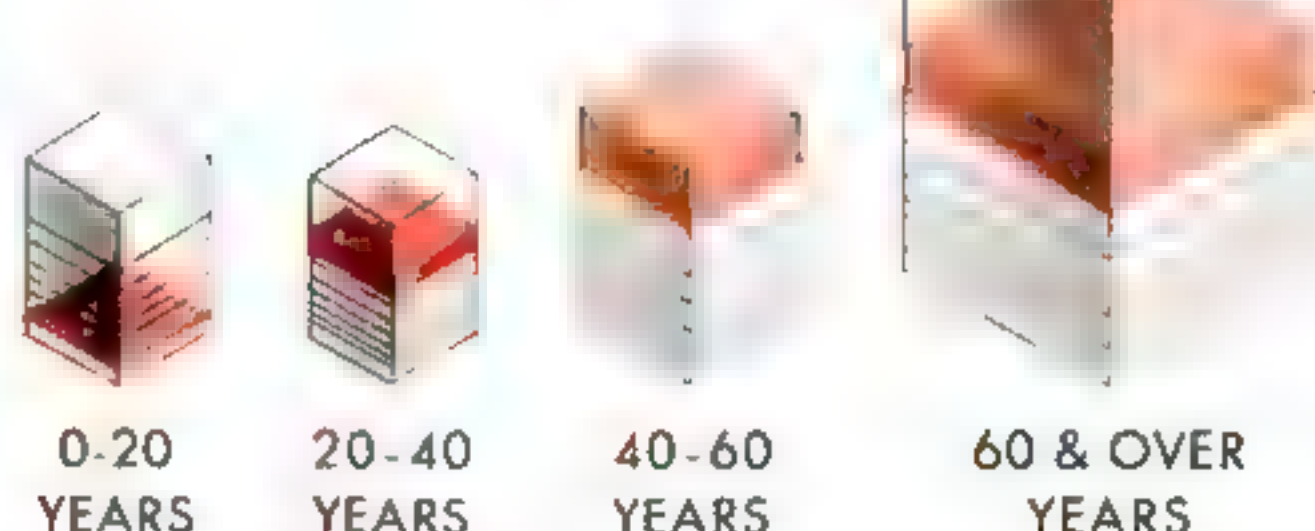
From primary sites cancer invades the adjoining lymph glands (see *cancer of breast*, above) and spreads to other organs, to bones, to the central nervous system and, rarely, to muscles. Cure rate in internal cancers, despite recent advances in surgery, is low. But doctors cure 90% of skin cancers and nearly 50% of breast cancers.

CANCER DEATHS BY AGE AND SEX

MALE DEATHS PER 100,000



FEMALE DEATHS PER 100,000



A DISEASE OF MIDDLE LIFE and after, cancer takes more than half its toll among men and women over 60. For each age group this three-dimensional bar chart

shows relative mortality from all causes per 100,000 total population (relative size of bars), proportion of cancer deaths (red segments of bars) and rank order of can-

cer as cause of death (vertical position of red segment in each bar). High incidence of cancer in women has inspired the folklore that cancer is a "female disease."

LACK OF SYMPTOMS HAMPERS DETECTION

Most diagnoses are made too late to permit successful treatment

THE fact that cancer is now the second greatest cause of death testifies to the advance in the nation's health standards during the past 50 years. Since 1900 public-health controls, mass vaccination and the triumphs of chemotherapy have drastically reduced the toll of bacterial infections. The cancer death rate, boosted by more accurate diagnosis and reporting, has meanwhile ascended with the rise in the average age of the U.S. population. It will continue to ascend as the population ages until there is a major breakthrough on the research front.

Theoretically cancer is the most easily corrected of all major pathological conditions. It appears first as an entirely local growth, a wart, tumor or ulcer on the skin or the surface tissues of the internal organs. When it is detected at this early stage, it can be removed by surgery or destroyed by radiation. Undetected, it grows outward through surrounding tissues in invading tentacles which radiate from the primary site and give it the appearance for which it is named *cancer*, the Latin word for "crab." Even at this point radical surgery may yet extirpate the cancer.

The cancer may, however, metastasize, i.e., single cells or clumps of cells may float into the lymphatic system or bloodstream and be transported to distant sites. Cancer of the breast, for example, metastasizes most often to the bones and lungs; cancer of the intestines to the bones, liver, lungs and brain. When they are implanted, the cancer cells proliferate into new invasive growths. It is at this advanced stage that so many cancers are found inoperable on first diagnosis. Death comes thereafter through inch-by-inch mechanical destruction of the vital organs.

The major difficulty in the control of cancer by present methods is the fact that the disease has no clear-cut symptoms in its early stages. On the skin, of course, it can be seen. Most breast cancers can be detected by touch. Internal cancers, however, lie beyond the sense of vision and touch. Present tools for detection (p. 87) involve such skill on the part of the phy-

sician and such discomfort and expense for the patient that they are used only when clearly indicated. Even when it is detected, cancer cannot be readily distinguished from more common benign growths and tumors. Firm diagnosis requires biopsy, which is the cutting out of a tissue sample, and microscopic inspection by a skilled pathologist.

Because it cannot always save life in cancer, medicine is little credited with its real day-to-day achievements in prolonging the useful life of cancer patients. The slow approach of death and the agony of pain that so often comes with it are beyond the endurance of many victims, even when relieved by palliative treatment and narcotics. Since 7 out of 10 U.S. citizens have had friends or relatives who died of cancer, the psychoneurosis of cancerophobia is an even more common affliction than cancer.

Cancer quackery

CANCEROPHOBIA compounded with ignorance is the life of the still thriving trade of cancer quackery. The quacks of other diseases have largely gone out of business. But a number of institutes of phony cancer cures manage to prosper despite persistent efforts to stamp them out. Ironically they advertise results nearly as impressive as legitimate medicine in easy-to-cure external cancers and results no worse in hopeless cases.

Thanks largely to the missionary work of the American Cancer Society, most adult U.S. citizens know that cancer can be cured if it is detected in time. Substantial progress has been made in the cure of external cancers and even in breast cancer. In fact surveys and clinical records indicate that the sophistication of the public may now outrun that of the general run of the medical profession. The American Cancer Society, therefore, is out to enroll the full roster of 160,000 U.S. physicians in a nationwide postgraduate course in the diagnosis and treatment of cancer.

A more direct approach to the problem of

salvaging 60,000 lives a year is the cancer-detection clinics, of which more than 125 have been set up all over the nation. On the average they discover cancer in 1% to 1½% of the "well" people who come in. More important, they find that 30% to 40% have other medical conditions that require treatment. The periodic physical examination is an essential public-health practice in an aging population whose chief medical difficulties come from within individual human organisms. Since it is a poor source of income for the physician and a sizable item of expense for an apparently healthy consumer, however, its wide adoption must await other major reforms in the distribution of U.S. medical care.

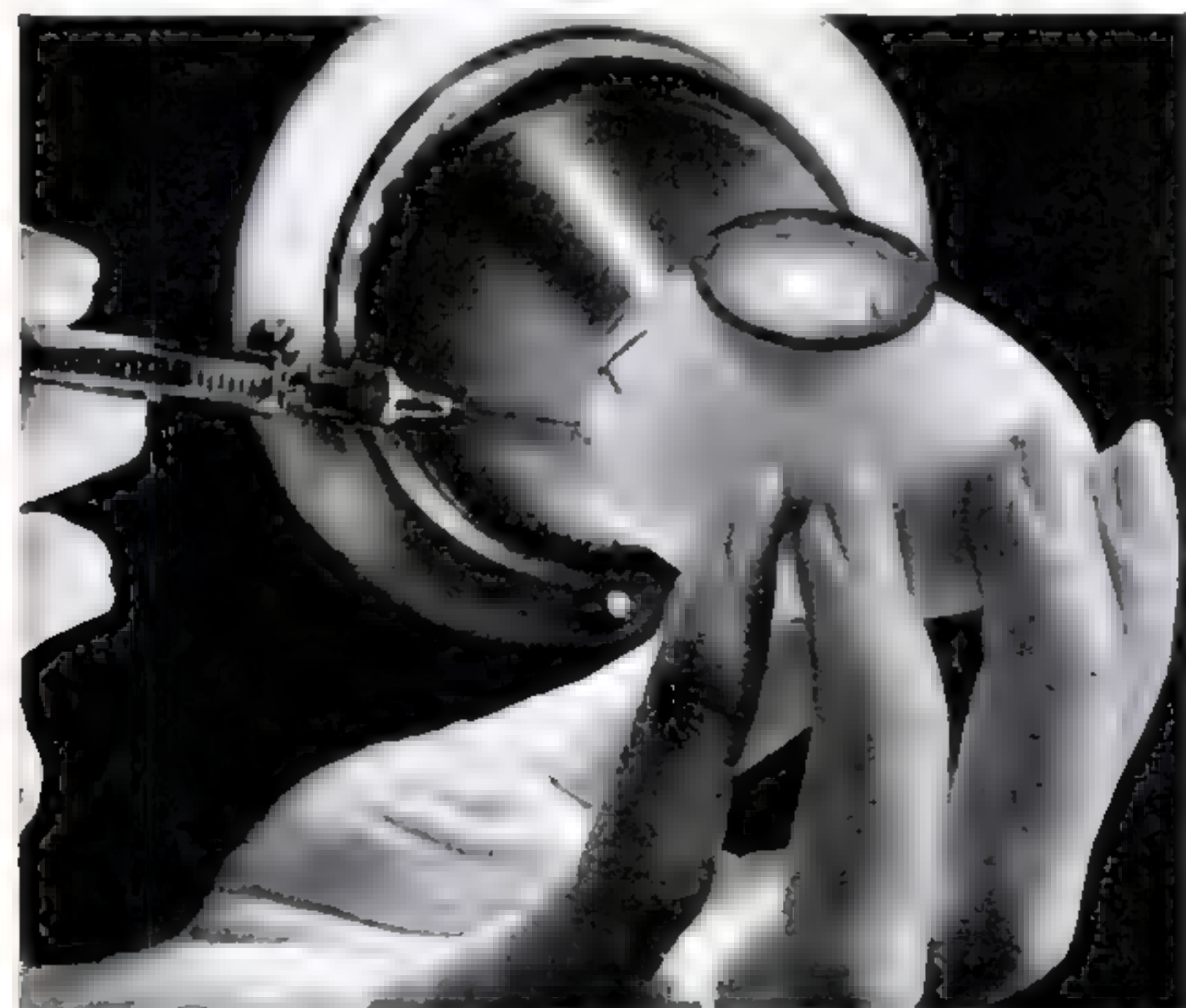
Cancer is a chronic disease economically as well as medically. Over the 12- to 18-month course of treatment, out-of-pocket expenses climb above \$1,000, a figure that puts easily two thirds of the families of the nation, who live on \$3,000 a year or less, in the class of medical indigents. The facilities and personnel required to treat cancer are inaccessible, in any case, to the vast majority of U.S. citizens. The 300 approved cancer-treatment clinics are far less than enough to take care of the estimated 300,000 new cases of cancer that turn up every year. The 11 hospitals that specialize in cancer have a capacity of only 850 beds. Five states do not even have an approved diagnostic clinic and, if the national ratio prevails, there are at all times at least 50,000 cancer victims among the 15 million people who live in the 1,200 counties that have no hospitals at all.

Research is not going to solve this problem all at once. Since the many different kinds of cancer will probably require many different cures, and since cancer is an aberration of life itself, scientists do not expect their labor ever to come to a final conclusion. Cancer research, in short, should not be regarded as anything more glamorous than a routine public-health measure, as essential to the control of cancer as the pasteurization of milk and the purification of water are to the control of infectious disease.



VARIETIES OF CHEMICALS shown here have been found to have selective action against cancer in animals or men. They are being screened in a clinical research program

at Memorial Hospital, New York City. Of an endless number of nitrogen mustards, only 200 have been compounded, only 30 tested biologically. Carbamates have an inhibitory



CANCER TUMOR from mouse, implanted in chick embryo, is injected with nitrogen-mustard compound in screening test. Embryo and tumor can be observed through "window" on top of egg.

TRIAL AND ERROR

Clinical research tests agents on

ALTHOUGH no one knows why, penicillin is highly effective against a large number of infectious diseases. Similarly trial-and-error clinical research, including direct experiment on human beings, may develop a new cure for cancer that will come into wide general use long before its action is fully comprehended. To this end a large variety of chemical agents is being screened for their potential merit by test on cancer in animal and human tissue. Among them, it happens, are penicillin and the other antibiotics (above).

The objective is to find an agent or agents that will selectively attack cancer and leave normal tissue unaffected. Hope for immediate success is dim, however, because, so far as basic knowledge goes today, cancer cells resemble normal cells much more than they differ from them. One route for selective action is provided by the specialization of the body's various tissues. Since cancer cells retain the essential characteristics of their ancestral normal cells, hormones of the opposite sex may be used to inhibit the growth of sex-specific cancers; e.g.: female hormones have been used with some success in prostate cancer, male hormones in breast cancer. Similarly, the radioactive isotopes of elements like iodine, phosphorus and strontium, which localize in certain tissues, can be used in cancer of those tissues. Iodine, for example, is taken up by normal thyroid cells in production of the thyroid hormone; radioactive iodine, when absorbed by thyroid cancer cells, destroys them by radiation.



effect on cell growth. Hormones here are synthetic compounds. Antibiotics include other yeasts and molds such as penicillin and streptomycin. Radioactive isotopes are made

at Oak Ridge atomic pile. There are thousands of chemicals of potential use against cancer. Mass screening of 3,000 antimalarials during war produced new malaria cures.

MAY FIND A CURE tumors in animals and humans

It is the abnormal biological vigor of cancer tissues, their most distinctive known characteristic, that provides the major present line for selective attack. All cells, normal or otherwise, are more susceptible to external forces during the process of cell division, by which they grow, than in the resting state. Since cancer cells divide at a faster rate than normal cells, they offer chemical agents a statistically greater opportunity to take effect. This is the principle which researchers hope to exploit in current investigation of the cytotoxins, or cell poisons.

The most interesting cytotoxins are the nitrogen mustards, developed originally as military poison gases. Wartime research discovered that in sublethal doses they had strange X-raylike effects on living things. They neutralize the disease-producing powers of viruses, halt cell division, retard or alter embryonic development and induce genetic mutation in fruit flies. In clinical experiment they have shown some promise in Hodgkin's disease (cancer of the lymphatic tissues) and have helped a little in other lymphatic cancers and leukemia (white-cell cancer of the bloodstream). The nitrogen mustards compounded and tested to date, however, have not generally proved as effective as standard X-ray treatment. Although the nitrogen-mustard compounds may not yield a cure, their subtle power to modify normal life processes promises to make them a powerful tool for basic research into cancer and normal growth.



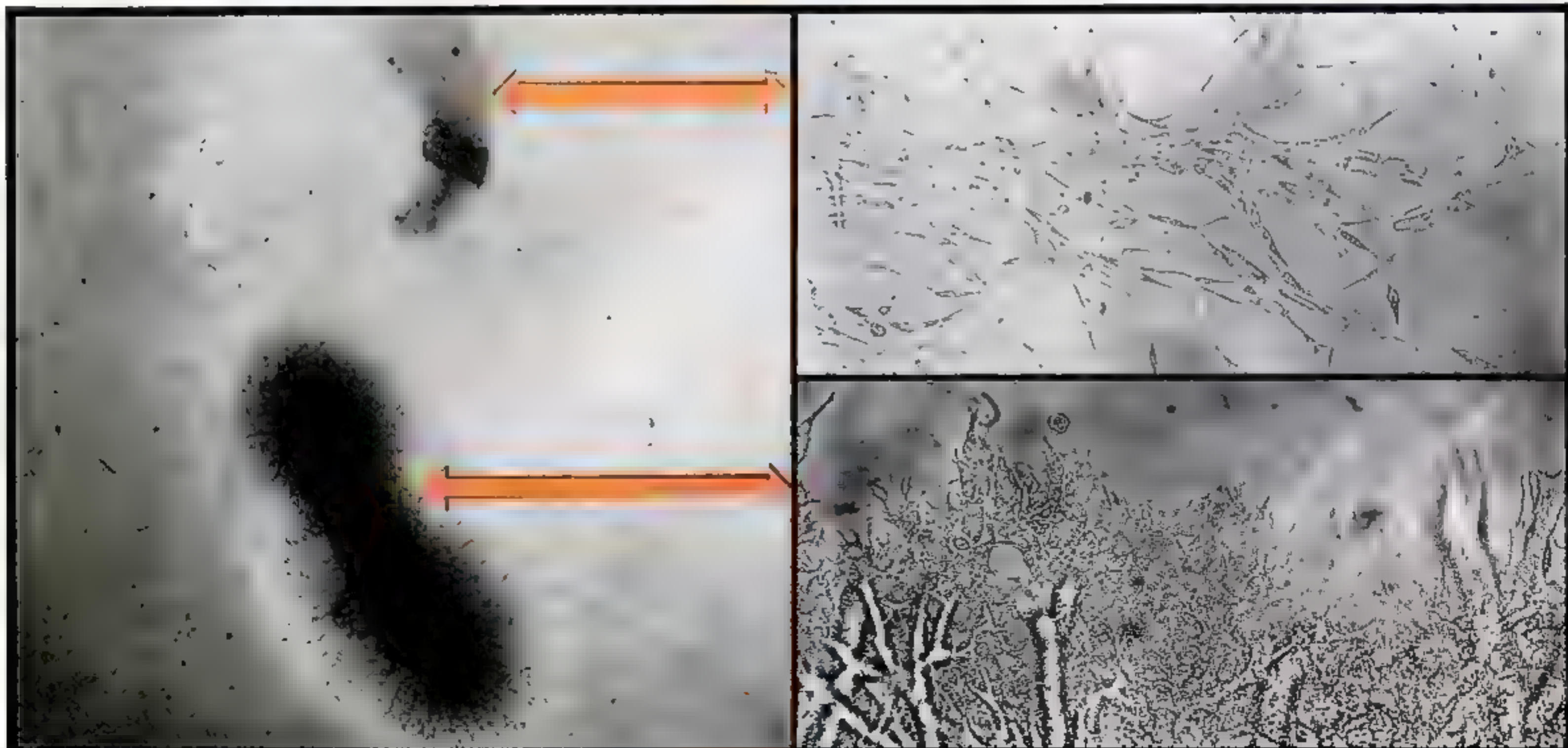
CHRONIC LEUKEMIA PATIENT is injected with nitrogen mustard at Memorial Hospital. One nitrogen-mustard compound has been used on 900 patients. It does not yet rate as a treatment.

CANCER-INDUCING FACTORS



FRONTIER OF RESEARCH in cancer is the living cell. Factors that induce cancer may be present in or act directly on internal organization of the cell, or they may reach it through complex chemistry of its immediate tissue environment. Thus the biologic

function of a cell may predispose it to cancer. Radiation of various kinds modifies the structure and the function of elements in the cytoplasm and nucleus. Hormones generated within the organism and chemicals from without act via the tissue environment.



CANCER CELLS appeared in tissue culture after treatment with a chemical agent by Wilton R. Earle, at U.S. Public Health Service National Cancer Institute, Bethesda, Md. Cancer cells (bottom, right) have altered radically from normal spindle-shaped connective

tissue cells as they came from mouse (top, right). Injected in the mouse, treated cells produced tumors; normal, control cells did not. Lower-power magnification picture (left) shows diffuse growth pattern of normal cells, dense growth of altered tissue (bottom).



HEREDITARY CANCER OF BLACK-PIGMENTED TISSUE AT TAIL KILLED TROPICAL FISH

BASIC RESEARCH

It is getting closer to the solution

AS against the possibility that a new treatment for cancer may soon emerge from trial-and-error clinical research, there is certainty that basic research into the nature and causes of cancer will someday lead to cure of the disease. One aspect of the problem that both facilitates and complicates research is that cancer is a universal affliction of cells in all living things. Study of cancer in other mammals, especially mice and rabbits, in birds, fish and plants has developed a major share of our knowledge of cancer in human beings. What has been learned so far has served chiefly to confound the riddle. The overwhelming evidence points to the not very helpful conclusion that the factors that induce cancer are multiple.

HEREDITY plays a decisive role in the incidence of some types of cancer. By crossing and inbreeding certain strains of mice and fish (above) cancer has been produced in offspring at will. Susceptibility to the experimental induction of cancer by other means has been transmitted through hundreds of generations of laboratory mice. In humans a genetic factor is indicated by the incidence of cancer at identical primary sites in identical twins. But the pattern of human genetics is too diffuse to permit prediction of cancer by heredity in human beings.

BIOLOGIC FUNCTION of the tissue may predispose it to cancer. Reproductive organs in all animals, man included, are frequent primary sites for cancer. Some types of tissue, such as black moles on human skin and the black-pigmented tissues in the fish (above), tend to erupt in melanoma, a particularly malignant and, in man, a rapidly metastasizing cancer.

BIOLOGIC AGE of the tissue also predisposes to cancer. The incidence of cancer in the female genital organs is at its highest in the period of menopause.

VIRUSES have been isolated as the cause of certain well-defined cancers in fowl, rabbits, mice and certain fish. No virus has been demonstrated in human cancer, but there is suspicion that Hodgkin's disease (cancer of lymphatic tissues) may be of virus origin.

PARASITES are associated with cancer in a variety of ways. Certain bacterial infections cause cancer in plants and fish. The high incidence of liver cancer among Egyptians is related to a fluke infestation of the bloodstream prevalent in the population.

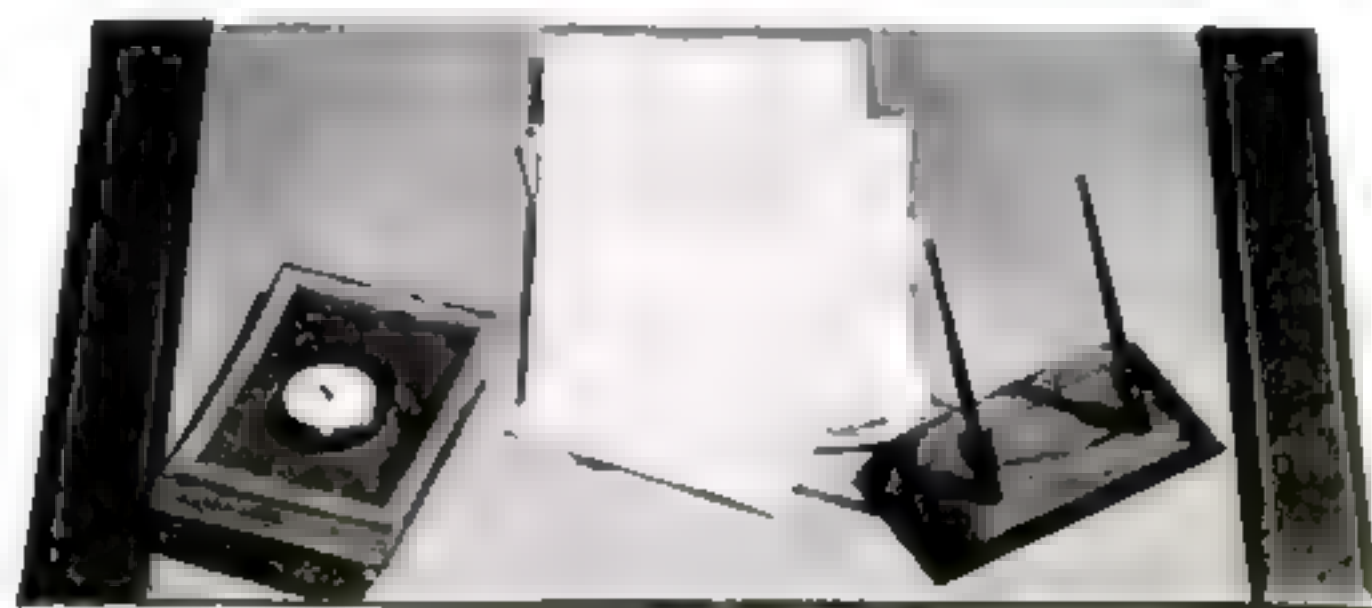
HORMONES from cancer strains in mice cause cancer when injected into non-cancer strains.

CHEMICALS of many kinds cause cancer in animals and humans. One of the first well-demonstrated causes of cancer in human beings was soot, identified by Percival Pott in 1775 with "chimney sweep's disease," a cancer of the scrotum. Related chemicals from coal tar and petroleum are used to induce cancer in laboratory animals and are the known cause of occupational cancers among refinery workers and filling-station attendants. A possibly significant but not yet understood fact is that some of these chemicals have a close structural relationship to such biological substances as the sex hormones, vitamin D and bile.

CONTINUED ON NEXT PAGE



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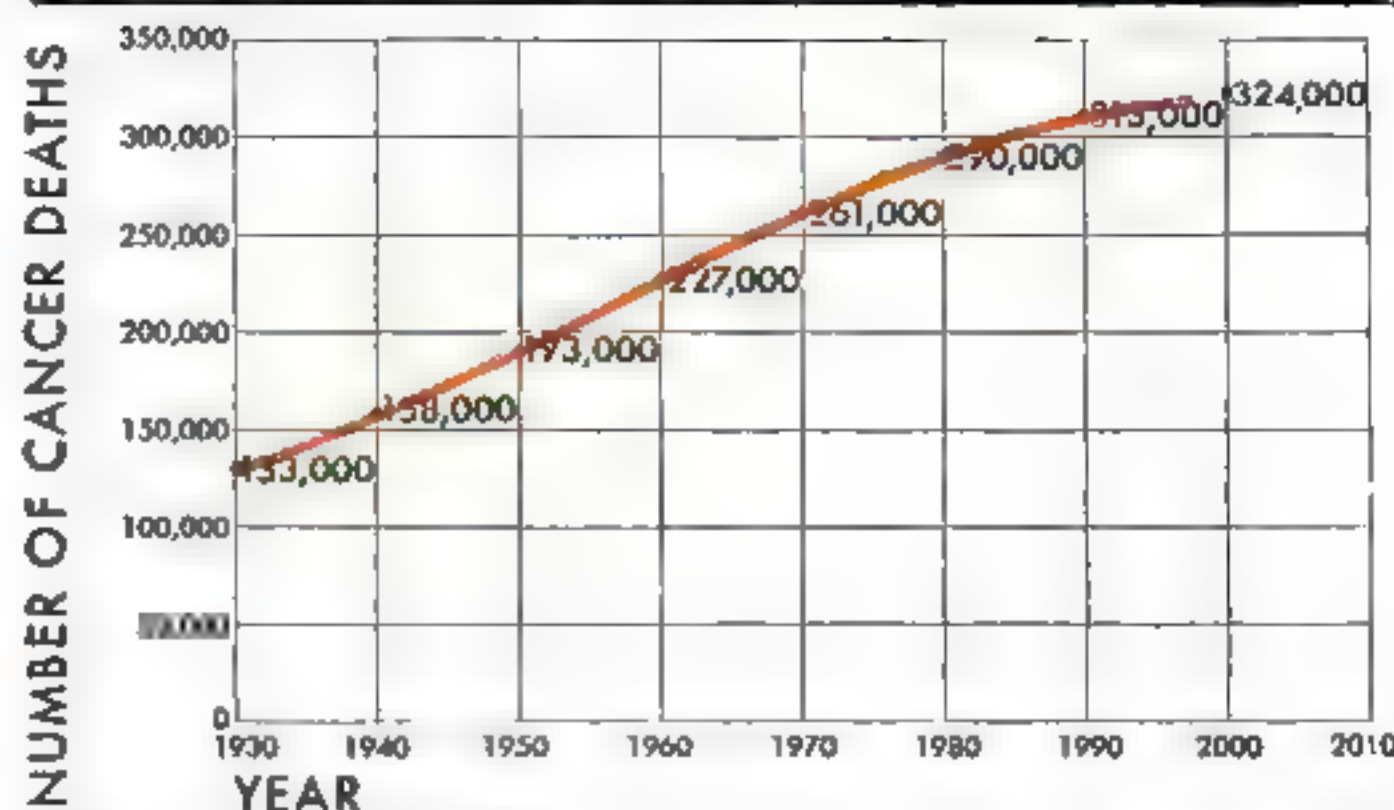
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FORECAST OF CANCER DEATHS

(IF PRESENT RATES CONTINUE)



ASCENDING TOLL of cancer will follow the increase in population and in the number of old people in it. Population will stabilize at 164 million in 1980.

CANCER CONTINUED

DIETARY DEFICIENCIES among the rice-eating peoples of the Far East are somehow involved in their susceptibility to liver cancer.

RADIATION of various kinds are well-demonstrated causes of cancer. Sunlight causes cancer on the hands, neck, face and lips of outdoor workers. X-rays and gamma rays cause leukemia and skin cancer among X-ray technicians and radiologists. Discovery by Dr. Jacob Furth at Cornell that total body exposure to radiation induces ovarian and uterine cancer in mice indicates there will be high incidence of cancer among survivors of Hiroshima and Nagasaki.

PHYSICAL INJURIES have a strong statistical connection with cancer, which has not, however, been confirmed by experimental demonstration. Where injury is involved it is of a chronic nature, as, for example, irritation of the lips, gums or tongue by jagged teeth and ill-fitting dentures. But there is not even statistical evidence for the widely held notion that bumps and bruises cause cancer of the breast and leukemia.


Causes are clues

EACH of these cancer-inducing factors in its time has served as the basis for a theoretical explanation of all cancers. But theoretical debate on the nature of cancer has lost its fervor in recent years. It is not that the theories are in deadlock. What has happened is that all the cancer theories have begun to converge in a new and broader understanding of cancer and the normal processes of growth from which it departs. The virus theory, for example, came closest to a universal explanation. But the virus has lost its distinction as a kind of tiny germ. Recently it has been found to resemble closely in structure and chemical activity a great many of the normal proteins in the cell. Abnormal function of any of these proteins could in turn resemble virus activity. The virus theory therefore merges into the bigger problem of how the process of life goes on in the cell. In similar fashion genetic factors, hormones and other substances generated in the organism and the various environmental factors are being traced as clues to the physics and chemistry of the ultimate disturbance in the living cell which causes cancer.

At this frontier cancer can now be defined only as a permanent alteration in the character of tissue cells. It is one of several alterations through which tissue cells are known to go. Much more significant and difficult to understand are the normal alterations, such as embryonal differentiation, by which the billions of cells that originate in the single germ cell alter to assume the character and function of the body's various tissues or the metamorphosis of the bone-marrow cell by which it alters to become a white or red blood cell. Since it must find out just how cancer differs from normal growth, cancer research must ultimately comprehend the basic processes of life. When it has done so, it will be close to the solution of cancer as a medical as well as scientific problem.

Recognizing the long-term nature of this problem the 80th Congress is about to consider appropriation of as much as \$100 million to cancer research. Since cancer takes in all branches of biology, however, Congress might better bracket it with support for all scientific research and establish the National Science Foundation now under consideration.

CONTINUED ON PAGE 87



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DETECTION

A simpler method would save lives

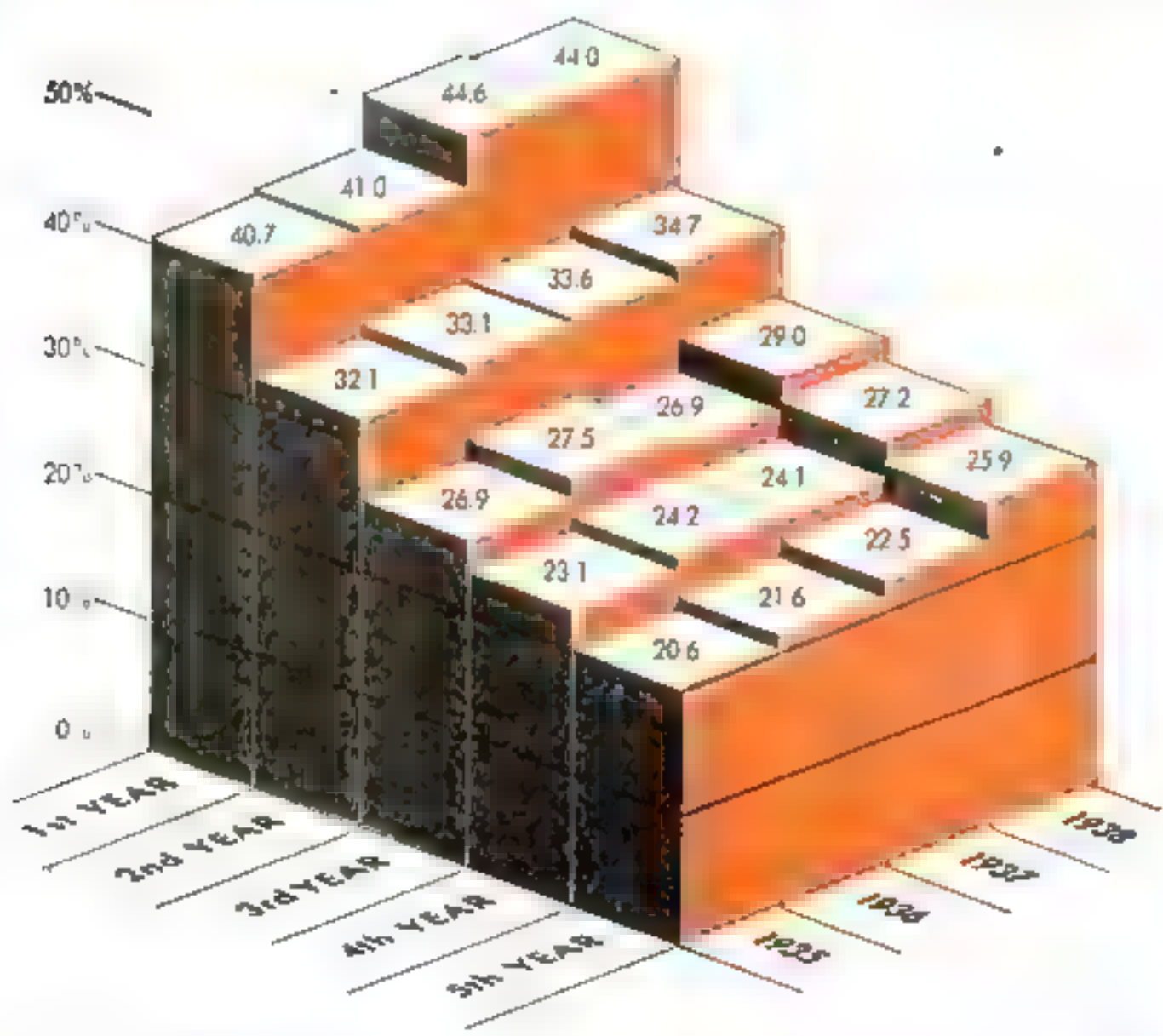
NEXT to a cure for cancer, doctors would settle for a better way to detect it. Even with present methods of treatment they could save a vastly greater number of lives if only they could find internal cancers early enough. What they would like best is a simple and reliable test which could be given as a part of a routine medical examination and which would indicate the presence of cancer and identify at least the organ in which it is located.

At present, in order to detect cancer a doctor must be able to see or feel it. X-ray pictures, unaided, show up cancer in the bones and lungs. A few lung cancers are turning up in current mass chest surveys for tuberculosis. But to get an X-ray picture of cancer of the stomach and other internal organs, barium meal or X-ray-opaque dyes must be administered to the patient. In order to justify use of these techniques or of the ingenious instruments for visual exploration of the internal organs, like the bronchoscope, cystoscope or peritoneoscope, the doctor must have a strong suspicion that he will find something.


Efforts to develop a new method of detection, however, look as if they may be getting somewhere. Already under wide clinical test is the Papanicolaou smear, originated by Dr. George N. Papanicolaou of Cornell Medical College. It is based upon the fact that a smear taken at any one of the body openings will always pick up a variety of cells and cell fragments. "Just as an expert tree specialist can recognize the type of a tree by examination of single leaves picked up from the ground," Dr. Papanicolaou says, "so can a pathologist recognize cancer from its exfoliated cells." Thus far the vaginal smear has had moderate success in detecting cancer of the uterus.

Meanwhile, difficult as it is to detect the presence of cancer, it is impossible to prove its absence. As a result no doctor can be sure that a patient has been cured. To rule out relapsed cases, freedom from cancer and survival for five years have been adopted as the statistical proof of cure. Since by no means are all patients followed for the full period, there is no accurate count of the number of cancer cures. Cancer statistics, in fact, represent a neglected research frontier. Study of factors associated with incidence of cancer in large population groups may open new leads for laboratory research and is essential to control of the disease. The figures on cancer survival in the chart below, recently compiled by the State of Connecticut, represent the first really authenticated piece of good news in cancer therapy that doctors have seen in a long time.

RATES OF CANCER CURE



FIVE-YEAR SURVIVALS in State of Connecticut increased 25% between 1935 and 1938. Increase reflects progress in early detection of external cancer.



Pulchra

THE *Pulchra* DESIGN

The height of beauty in a
bra... Flexeees young, perfect
lift. Fluid and lovely in motion,
free as air to wear. And cut
low to flatter you in every
fashion! It's the new Flexaire
in the Pulchra Design.

and always... with a Flexaire bra...
a figure-perfect Flexeees girdle

FLEXAIRE® Pulchra Design Bras by FLEXEES®

REG. TRADE MARK

"I'm your bar-man in a bottle!"

—SAYS PROFESSOR HUGH BLINE

*who has mixed more cocktails than
anyone else in the world*



"I MIX THEM—YOU POUR THEM"

*"All you do is add ice—and serve the
best cocktails that love, money and
55 years of experience can produce!"*

THE BEST OF EVERYTHING
is in the bottle

- superb whiskies from our own private stocks
- vatted vermouths especially created
for cocktail use
- pot-still gin, made the slower, better way,
like rare cognac and fine Scotch whisky.

*Always ready
Always right*

These cocktails are made extra strong
to allow for 20% dilution by melting
ice. You get more drinks per bottle!

G. F. Heublein & Bro., Inc., Hartford, Conn.



**IT'S IN THE
BOTTLE**
*at your local
liquor store*

DRY MARTINI
71 proof
MANHATTAN
63 proof
DAIQUIRI
60 proof
SIDE CAR
60 proof
OLD FASHIONED
70 proof

Just add ice and serve!

HEUBLEIN'S Club COCKTAILS

AMERICA'S LARGEST-SELLING COCKTAILS • SINCE 1892

Reg. U. S. Pat. Off.



INSTRUCTOR SIMULTANEOUSLY PLAYS AND LIGHTS UP THE CHORD OF F MAJOR ON PIANO, AND 16 STUDENTS, PLAYING DUMMY KEYBOARDS, IMITATE WHAT THEY SEE

PLAYING BY EYE

Luminous notes and keys teach children how to play the piano

The children sitting soundlessly at their desks in the photograph above are learning to play the piano. In only three months they have learned to play five simple pieces by means of a visual system of piano instruction currently being tested in the public schools of Wilmington, Del. Basis of the method, which the Army used successfully at Walter Reed Hospital during the war, is the oversized model keyboard on top of and wired to the


piano. When the instructor strikes a chord, the corresponding keys on the plastic model light up, and the corresponding musical notes appear on the staff in the panel above it. A bank of switches (right of piano keyboard) enables the instructor to illustrate the correct fingering on the illuminated hands. During the half-hour period each child goes to the piano and happily plays aloud the tune that he has been practicing silently at his desk.

**YOU
ARE INVITED**
to join the world's most popular
After-Shave Club

For a stimulating, enjoyable finish to every shave, join the distinguished company of gentlemen who have made Aqua Velva the world's most popular after-shave lotion.

Cool, tangy Aqua Velva refreshes the face after shaving, helps prevent chapping. It leaves your skin feeling more fit—gives it a clean, bracing scent you'll like.

The J. B. Williams Company, Glastonbury, Conn. Makers of fine shaving preparations for over 100 years.



A FEW OF THE MEMBERS

Albert Spaulding	John Erskine
Brock Pemberton	Ely Culbertson
Paul Lukas	Sir Cedric Hardwicke



**WHIRLCLEANS
WHIRLCOOLS
Your Smoke**

**MEDICO
FILTERED SMOKING**

SOMETHING WONDERFUL GOES ON INSIDE

The patented replaceable filter for Frank Medico pipes

- whirlcleans smoke, absorbs juice, collects flakes and slugs
- whirlcools smoke; reduces tongue bite

Cleaner, cooler, drier smoke enters your mouth.
Replace filter when discolored.



Bowls specially selected for rich-grained beauty. In a wide variety of shapes and sizes, Medico V. F. Q. with box of 10 filters **200**
Frank Medico Standard Quality Pipes with box of 10 filters, still **100**

Only these patented filters have the 66 baffles that absorb juices and whirl the smoke cleaner and cooler into your mouth.



S. M. FRANK & CO., INC. NEW YORK 22

Playing by Eye CONTINUED



AT HIS DESK Roland Hayes fingers a chord on his dummy keyboard. Schools report the system also gives pupils necessary training in sight reading.



AT END OF LESSON John Cox, 7, takes a turn at the piano. Classes are always limited to 8 or 10 students so each has time to play piece on real piano.

CONTINUED ON PAGE 22

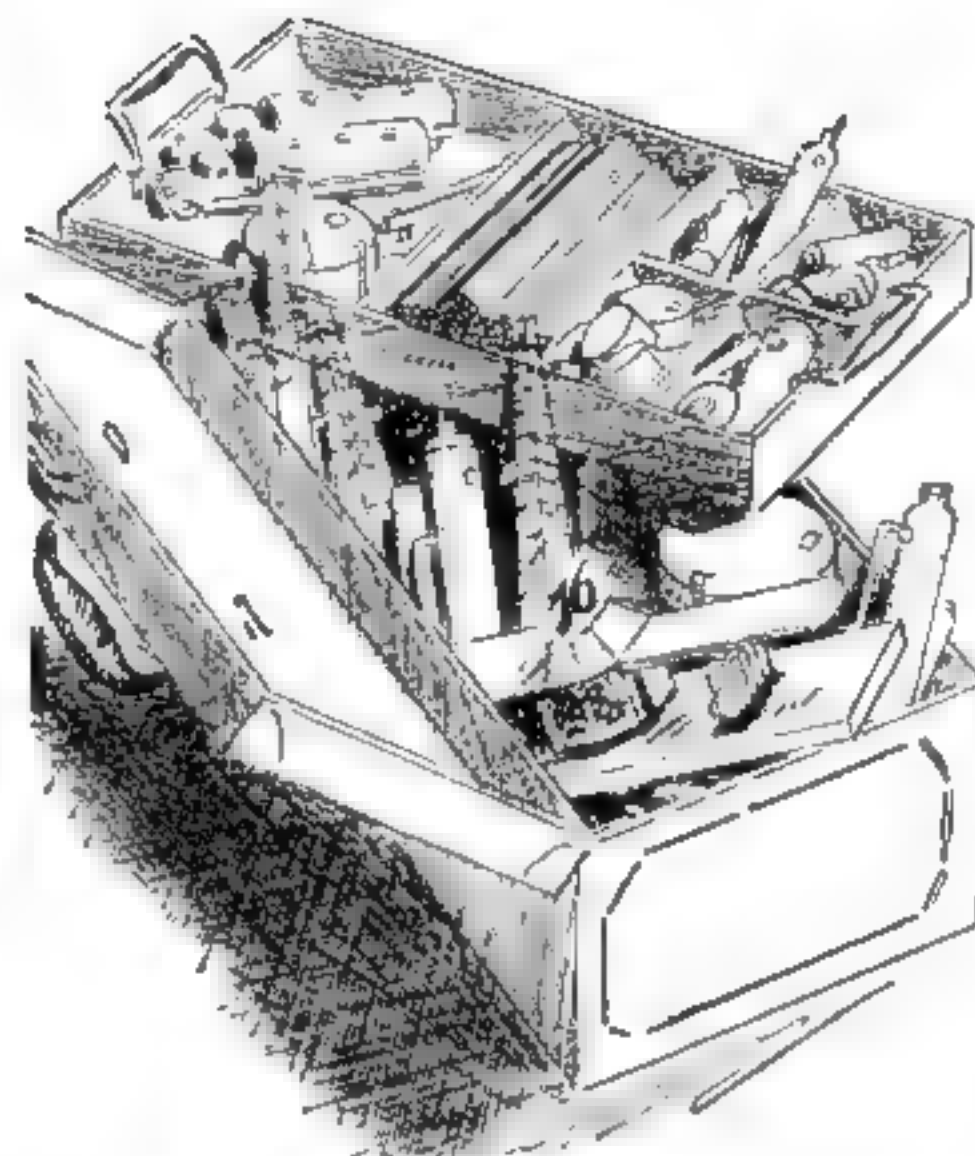
It's the tools that count



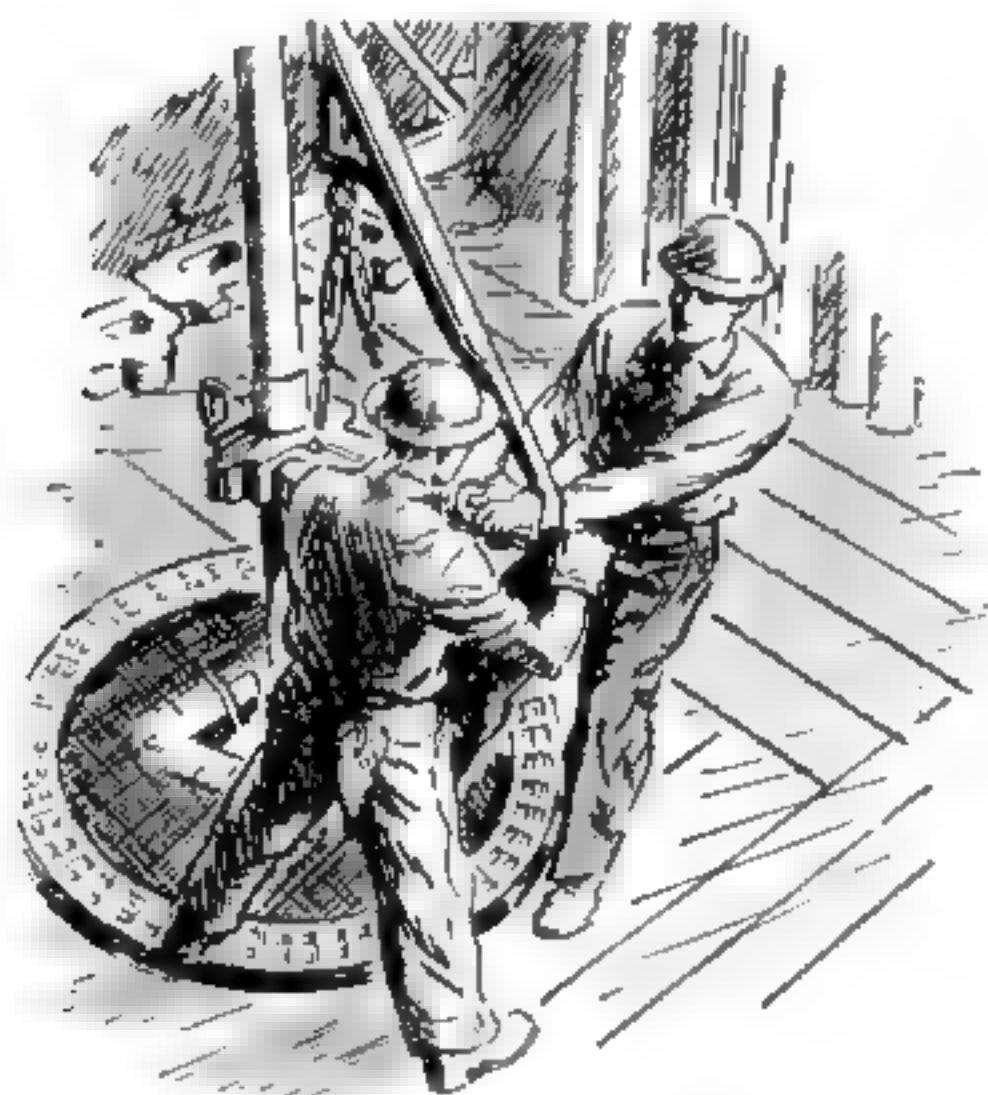
1. Before a man can produce much, he has to have "tools." A trucker can't haul very much without a truck. A machinist can't make very much without a lathe. A farmer can't grow very much without land and equipment. A merchant can't sell very much without a store.



2. So if a man sets out to earn a living, he either has to go into business for himself and provide his own "tools"—which takes money—or go to work for someone else who will provide the "tools" for him. Every man who goes to work at Union Oil, for example, has an average of \$44,300 worth of "tools" put at his disposal.



3. These "tools"—oil wells, refineries, drilling rigs, service stations, etc.—enable him to produce more petroleum products than he could manage on his own. And because he is able to produce more, he is able to earn more. 20 years ago, when each Union Oil employee had only \$19,500 worth of "tools," our average wage was \$163 per month.



4. Since then, "tools"-per-man have more than doubled; production-per-man has gone up 47%, our average wage is about \$306 per month, and the working day is considerably shorter. Of course, the employee doesn't get everything the Company earns. A real incentive must be offered to the tool providers who make this progress possible.



5. This compensation, or shareholders' profit, averaged 5.85% last year on the money invested in the Company. And this is highly important. For profit provides the incentive to invest more money in tools, so that people can increase their production and increase their earnings.



6. That's why our American free competitive economy should always be aimed at improving this incentive for the investment of money in "tools." For only in that way can production-per-man and earnings-per-man continue to be far greater in this country than in any other in the world.

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 14, Calif.

AMERICA'S FIFTH FREEDOM IS FREE ENTERPRISE

For beauty in motion

Motion tests the lines of a plane—
of a shoe. And ENNA JETTICKS go into
motion with the beauty that comes
from supremely fine fit in
flattering designs.

ENNA JETTICK SHOES, Inc., Auburn, N. Y.

\$7.50 to \$8.95



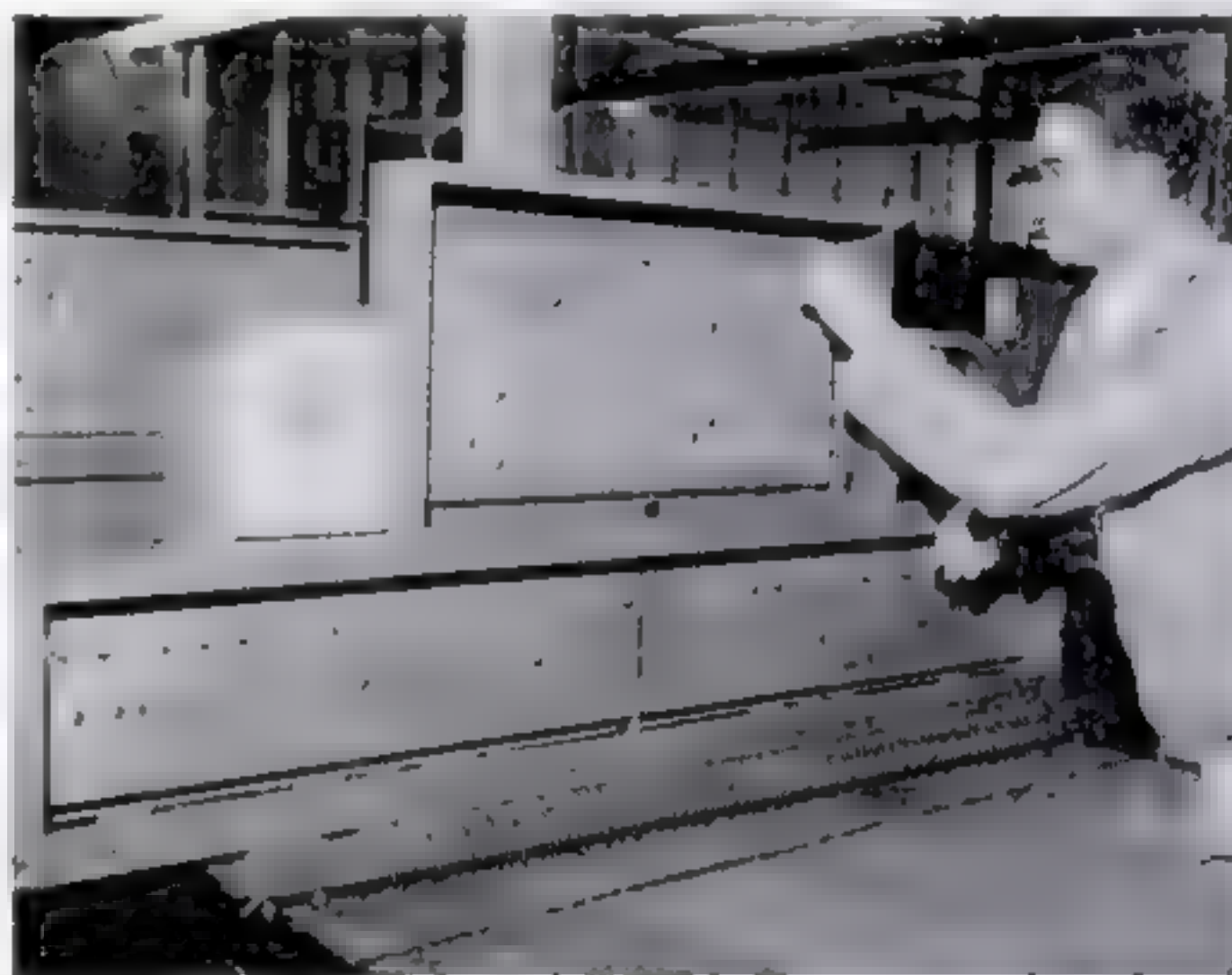
Enna Jetticks

America's Smartest Walking Shoes

Playing by Eye CONTINUED



PAPER KEYBOARD is supplied to children who have no piano at home. It is usually placed flat on a table or desk like the keyboards used in classroom.



WITH FRONT REMOVED, workman screws in 144 bulbs, which illuminate the keys and musical symbols. Strips below connect lights with piano keys.



FRONT IS PUT ON and six octaves of beetleware plastic are fitted into the keyboard. Educational Methods, Inc. plans national distribution of device.



GOWN BY TAILORED WOMAN



There's a ring on your finger . . . a catch in your throat . . .
a song in your heart . . . forever!

Only America's oldest and largest ring maker and importer of fine diamonds
can offer you gems singly selected, cut and polished

by experts in the diamond marts of Europe . . . then brought to America
for setting in Wood rings which are rare expressions of the goldsmith's art.

At leading jewelers, ask to see a ring marked *Art-carved*

Diamond rings \$75 to \$5,000. Wedding rings from \$9.



EXPERT CUTTING of a diamond insures the maximum reflection of light . . . prevents loss of brilliance below the rim of the stone. The four facts you should know about the diamond ring you buy are contained in the fascinating free booklet "Choosing Your Diamond Ring." Write today to J. R. Wood and Sons, Inc., Dept. L-3, 216 East 45 Street, New York 17, N. Y.

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Art-carved rings by *Wood*

NEW YORK

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ANTWERP

BELOVED BY BRIDES FOR ALMOST A CENTURY (1850-1947)

PAINTINGS INTO DRESSES

Fine paintings make designs for fabrics

This spring the work of six famous U.S. artists will decorate the most looked-at object in America—the American woman. She will have a chance to go about covered with landscapes, abstract prints or still lifes, thanks to the Onondaga Silk Company, which has produced a series of fabric designs taken from the work of Gladys Rockmore Davis, Waldo Peirce, Doris Rosenthal, William C. Palmer, Dong Kingman and Julien Binford.

The idea started two years ago when Onondaga President Philip Vogelmann went to Manhattan's Midtown Gallery to buy a painting. He came away without his painting but with the conviction that U.S. textile design could be vastly improved with the help of recognized artists. From 40 paintings 23 were selected and adapted for fabric design. In some cases the whole painting was used; in others only a section was taken. However in all cases the characteristic lines and colors of the originals were carefully retained.

Once the prints were finished, 13 New York designers were asked to make them up into sample dresses. The results were stunning but expensive. The dresses range in price from \$165 for Nettie Rosenstein's afternoon dress (*left*) to \$575 for Sophie's evening gown (*p. 97, center*)—almost as much as the painting by William C. Palmer, priced at \$750, from which the fabric was patterned.

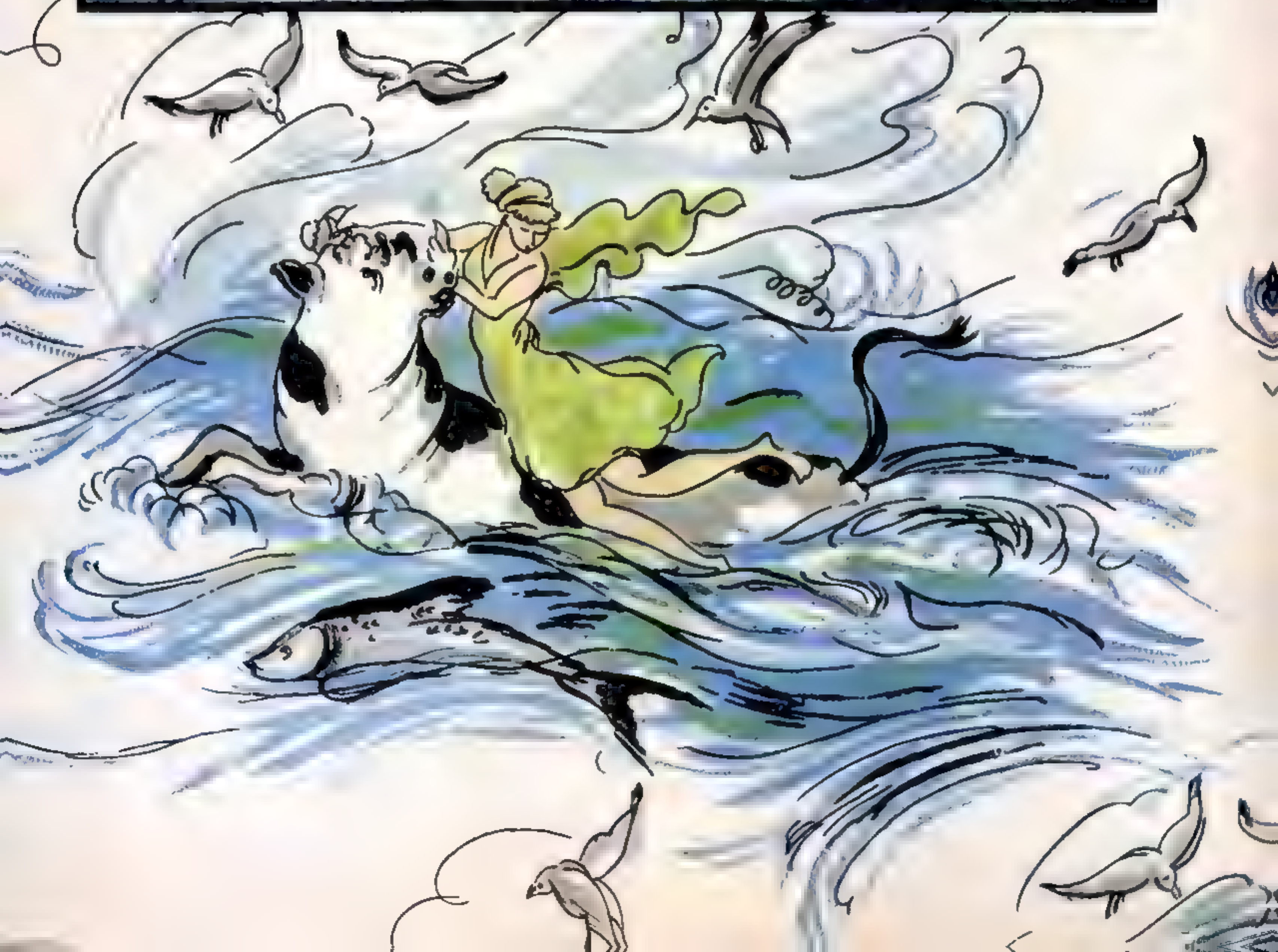
Obviously the average woman cannot afford to pay such high prices, but she will be able to buy the silks for about \$10 a yard, or one of the five designs printed on rayon for \$4 a yard, and make her own dresses. More modestly still she may buy half a yard for a scarf.

← GISELLE

Gladys Rockmore Davis' painting (*left, on wall*) of the night-lancing fairies from the ballet *Giselle* was used almost without change for a fabric design. In a dress (*left*) the strong triangular pattern makes any further ornamentation unnecessary but does require expert cutting.

SEA FANTASY →

The silk print covering the page (*right*) is called *Sea Fantasy*. It was copied from Peirce's *Europa and the Bull* (*inset, top*). The painting shows the legendary elopement of Europa, princess of Phoenicia, with Jupiter, ruler of the gods, who changed himself into a bull to win her.





CAROUSEL

Glady Rockmore Davis' *Carousel* (above) is her second painting of a little merry-go-round she saw when she was in Paris in 1911. (The first appeared in *Lure*, July 16, 1915.) In transforming it into a fabric pattern, she left out the children and their people were left out, and only the carousel was used. The finished design, which is a 10-inch square with the merry-go-round repeated on all four sides, it makes a handsome scarf.



CORN FOLIAGE

One of the few pastels used in the series was one done by Doris Rosenthal (above). It shows a pair of Mexican children sitting with their cat in a thicket of corn stalks. Like the French children above, they were left out of the fabric design (left), which is made up entirely of waving ear stalks. Designer Brownie has used this print in a \$185 dinner dress (top, of opposite page) with tight sleeves and a swirling, ruffled skirt.



How the fabrics look in evening clothes is shown here. Girl standing on pedestal wears silk-print

adaption of *Corn Foliage*. Middle girl has on a ball gown with horse pattern taken from Wil-

liam C. Palmer's painting, *Once Around the Ring*, hanging on the wall. At bottom is Carousel dress.



Of social success in 1847

Of social success in 1917

1847 Rogers Bros. brings you 100 years of beauty

FIRST LOVE

ETERNALLY YOURS

ADORATION



When a woman of fashion entered the 100 years ago, famous 1847 Rogers Bros. was the proudest ornament of her time.

A century-old heritage of expert silver-craftsmanship sets the first example, today apart from any other. The rich modern design have that extra beauty and depth of ornament, beautifully etched detail quality

you find, as a rule, only in solid silver.

Select your favorite from the only pattern is what we call mark "1847" . . . the silverware that the world has owned by more women than any other! America's finest silverware, unequalled quality, no increase in price since the war. Complete service for eight, \$64.75, with chest.

1847 ROGERS BROS.

1847 - 100 Years of Beauty

TUNE IN THE ADVENTURES OF OZZIE AND HARRIET SUNDAY 6 P.M. EST OVER CBS



HAND IN HAND WITH HIS ACTRESS WIFE, LARAINÉ DAY, A CHASTENED LEO DUROCHER LEAVES THE BROOKLYN BALL PARK AFTER BIDDING THE DODGERS GOODBY

DUROCHER IS OUT

Bad boy of big-league baseball
opens his mouth once too often

One day last week the saddened ex-manager of the Brooklyn Dodgers held a final meeting with the team he had led for eight years. He paid a brief visit to his private office. Then, head down, Leo Ernest Durocher and his new wife, Actress Laraine Day, walked away from his old job (*above*).

Baseball Czar A. B. ("Happy") Chandler had thrown Durocher out of the game for a whole year as a result of a verbal brawl with the New

York Yankees' Larry MacPhail (*p. 102*). But in his drastic decision Chandler referred to a series of "unpleasant incidents" which seemed to indicate that there was much more to his ruling than the MacPhail affair. One of these "unpleasant incidents" was the boycott of the Dodgers by Brooklyn's Catholic Youth Organization. So, with a side-long glance at the box-office, Chandler apparently decided Durocher was no fit person to have around.

SPORTSMAN FAVORITES

can you identify them?



A day in the field with dog and gun is a pleasant prospect—and a bright memory. The same goes for your daily contacts with SPORTSMAN—Grooming Essentials that add zest and purpose to your daily routine of shave and shower. SPORTSMAN FAVORITES shown above: 1. Cocker Spaniel—2. Pointer—3. English Setter.

Sportsman

GROOMING ESSENTIALS
DISTINCTLY MASCULINE • DECIDEDLY CORRECT

Gift Sets \$2 to \$10 • At Better Stores • John Hudson Moore, Inc., 663 Fifth Avenue, New York 22
IN CANADA: JOHN HUDSON MOORE OF CANADA, LTD., TORONTO, ONT.

Durocher Is Out CONTINUED



WARNING FINGER was wagged by Chandler in Durocher's face when both attended 1945 dinner honoring Chandler. A joke then, it is no joke now.



AS DUROCHER LEFT a new Dodger, Jackie Robinson, entered the Brooklyn club house. He was first Negro player ever signed by a major-league club.



BROOKLYN FANS were furious at ban on Durocher. At exhibition game (above) they carried signs denouncing Chandler and Yankees' Larry MacPhail.

CONTINUED ON PAGE 102

ARISTOCRATS OF THE PIPE RACK

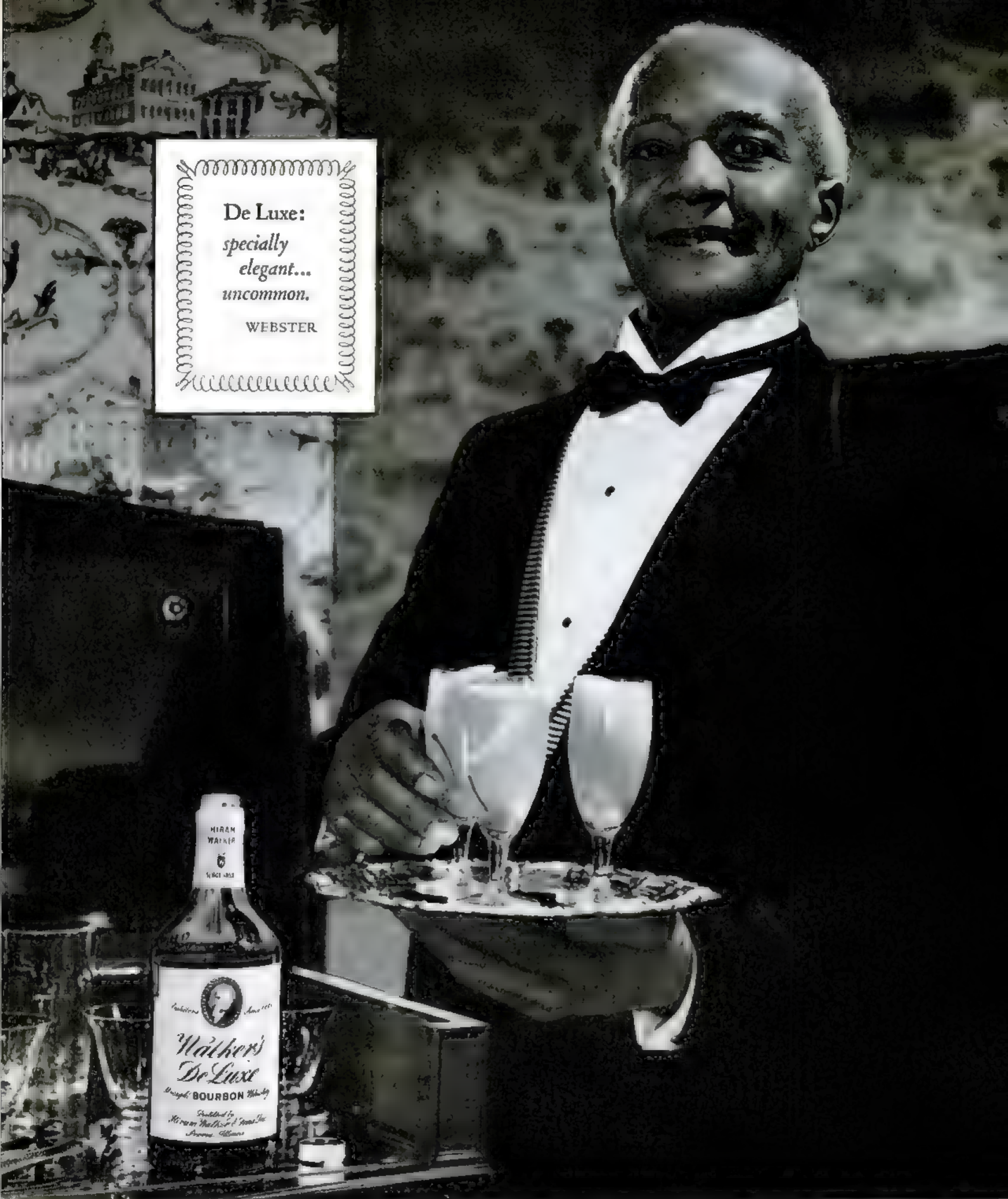
SMOKE
Weber
NONE BETTER

Select imported briar, beautifully hand finished. Unsurpassed for fine craftsmanship and superior smoking qualities. Fashioned with the new exclusive moisture-proof "Dri-Smoker" for cool, mellow smoking. Available at better pipe and tobacco shops everywhere. **3-15**
No increase in price for finer quality.

SEND FOR FREE BOOKLET
"Facts about IMPORTED BRIAR PIPES"

Illustrated is a Bulldog Saddle, Virgin Standard \$5.00.

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De Luxe:
*specially
elegant...
uncommon.*
WEBSTER

WALKER'S DE LUXE is a straight Bourbon whiskey, 6 years old;
elegant in taste, uncommonly good—a Hiram Walker whiskey.

LARRY vs. LIPPY

Baseball's great commotion
seen as test of U.S. press

by NOEL F. BUSCH

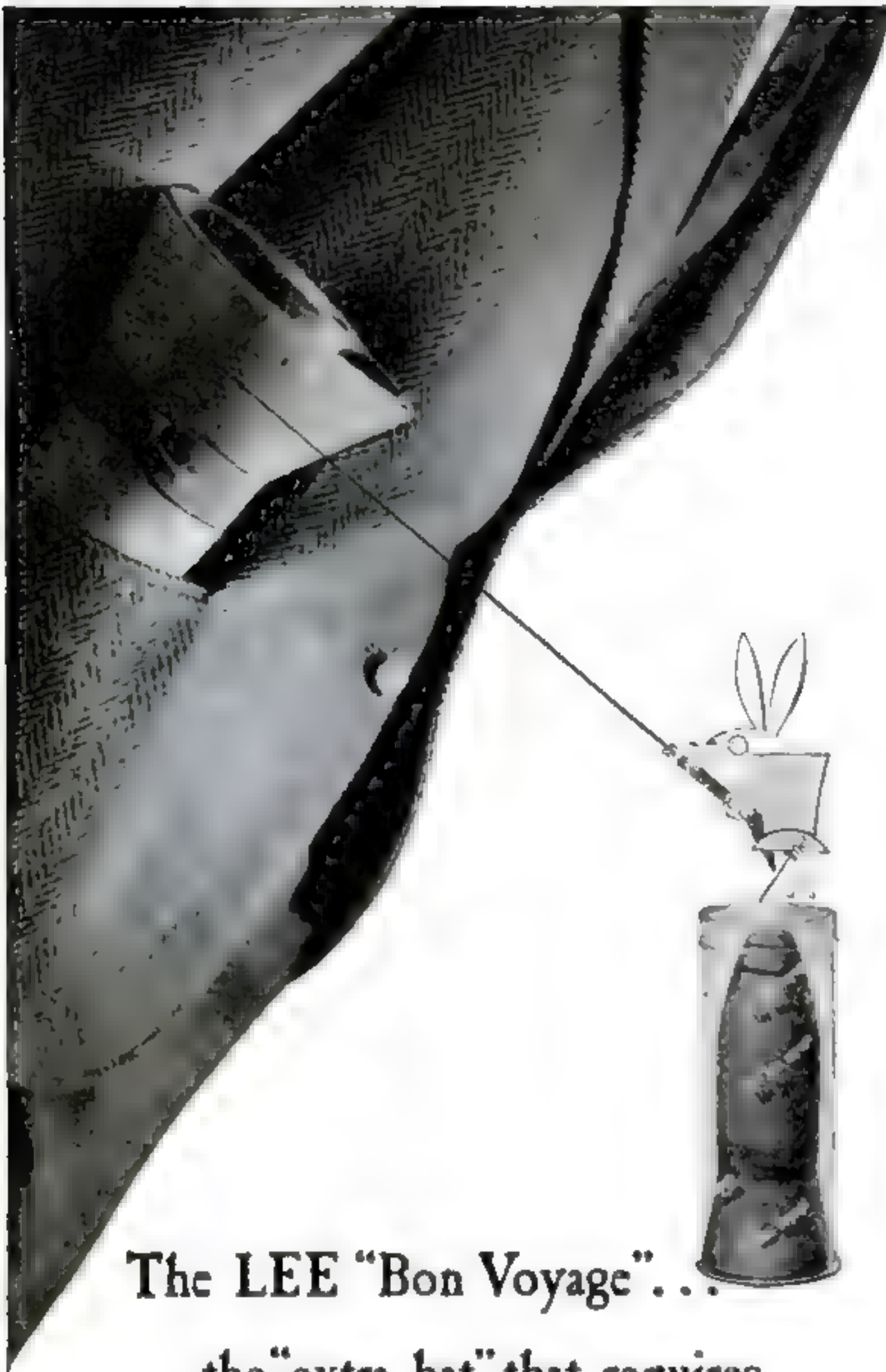
IN Moscow, Secretary of State Marshall was busy trying to make peace in Europe and avoid a war with Russia. All over the U.S. telephone operators were on strike and in Prague, Jaroslav Pala explained to an interested courtroom the slight error that had led to the massacre of 173 male citizens of Lidice. All these events last week received a modicum of attention from the U.S. press, but none of them created anything like the commotion caused by something that had happened in Havana, Cuba a month or so ago. This was that a baseball-club owner named Leland S. ("Larry") MacPhail had attended a baseball game and that a baseball-club manager named Leo ("Lippy") Durocher had actually seen him there.

Repercussions of the great event in Havana started when Lippy announced to a startled world that Larry had had as his guests at the game, two gamblers. Duly blazoned forth by the press, this statement drew a denial from Larry. A new character entered the picture in the person of Mr. A. B. ("Happy") Chandler, the commissioner ("Czar") of baseball and former senator from Kentucky. Happy held a hearing about Larry and Lippy. Although the hearing was held *in camera* it received nearly as much coverage as the start of the conclave of foreign ministers. All this, however, was merely a prelude. By last week the cast of the momentous drama had been further enlarged by Lippy's employer, Branch ("El Cheapo") Rickey; Larry's employe, Charles ("Chuck") Dressen, and Lippy's wife, the movie actress Laraine ("Laraine") Day, whose celebrated romance with him had held the nation's breathless interest through most of the winter. When, in Cincinnati, Happy announced that he had suspended Lippy from baseball for a full year, the U.S. public, which had theretofore sometimes been obliged to turn to the sports pages for the latest bulletins, was finally given the gruesome details on the front page.

Reporters, quick to sense their opportunity, interviewed a bartender named William Henderson, who said, "Lippy put Brooklyn on the map." Ten-year-old Louis Mustacchio issued the following statement, "I liked him because he used to kick dirt on the umpire's pants." A quorum of the nation's sports columnists delivered themselves of verdicts on the Chandler verdict and Mr. Pete McGuinness, described in the sedate *New York Times* merely as the "Oracle of Greenpoint," proclaimed that his view of Lippy and Larry was that "the two of them is in the same pot."

If any further commentary was needed to put the deeper implications of the case of Happy, Larry and Lippy squarely before the public eye, it was supplied by Mr. Ford Frick, the dignified president of the National League, who did it by misquoting Scripture: "If there be one among you without sin, let him cast the first stone." Finally someone found a Mr. "Memphis" Engelberger who either had or had not been seen by Lippy at the Havana baseball game with Larry and secured his views at the Jamaica, N.Y. racetrack. Said Mr. Memphis Engelberger, "I think the lot of them should just have been . . . told to keep their mouths shut."

What would become of the case of Happy, Larry and Lippy was still a questionable point last week. Possibly Mr. Engelberger had had the last word on the subject, but no one had yet questioned President Truman or even General MacArthur. Meanwhile, however, the great and free U.S. press, whose shortcomings were recently the topic of a \$215,000, 30,000-word study by a commission of poets, educators and philosophers, was faced squarely by another issue likely to test its merits even further. This was the undeniable and significant fact that Frank ("Frankie") Sinatra had or had not hit or pushed a reporter named plain Lee Mortimer in the lobby of a Hollywood nightclub.



The LEE "Bon Voyage"...

the "extra hat" that requires
no extra luggage!



Rollable, foldable... stows away easily as your toilet kit...

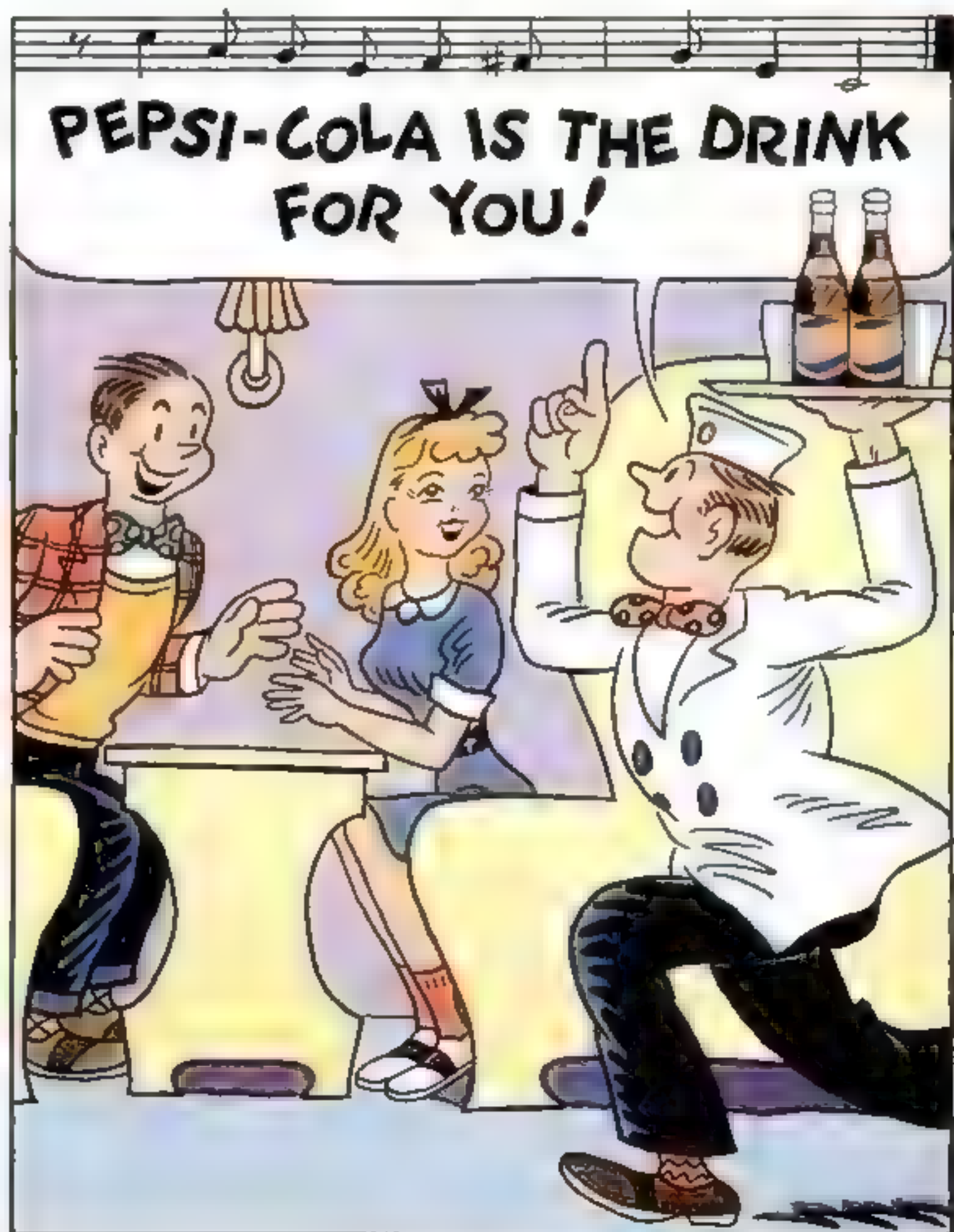
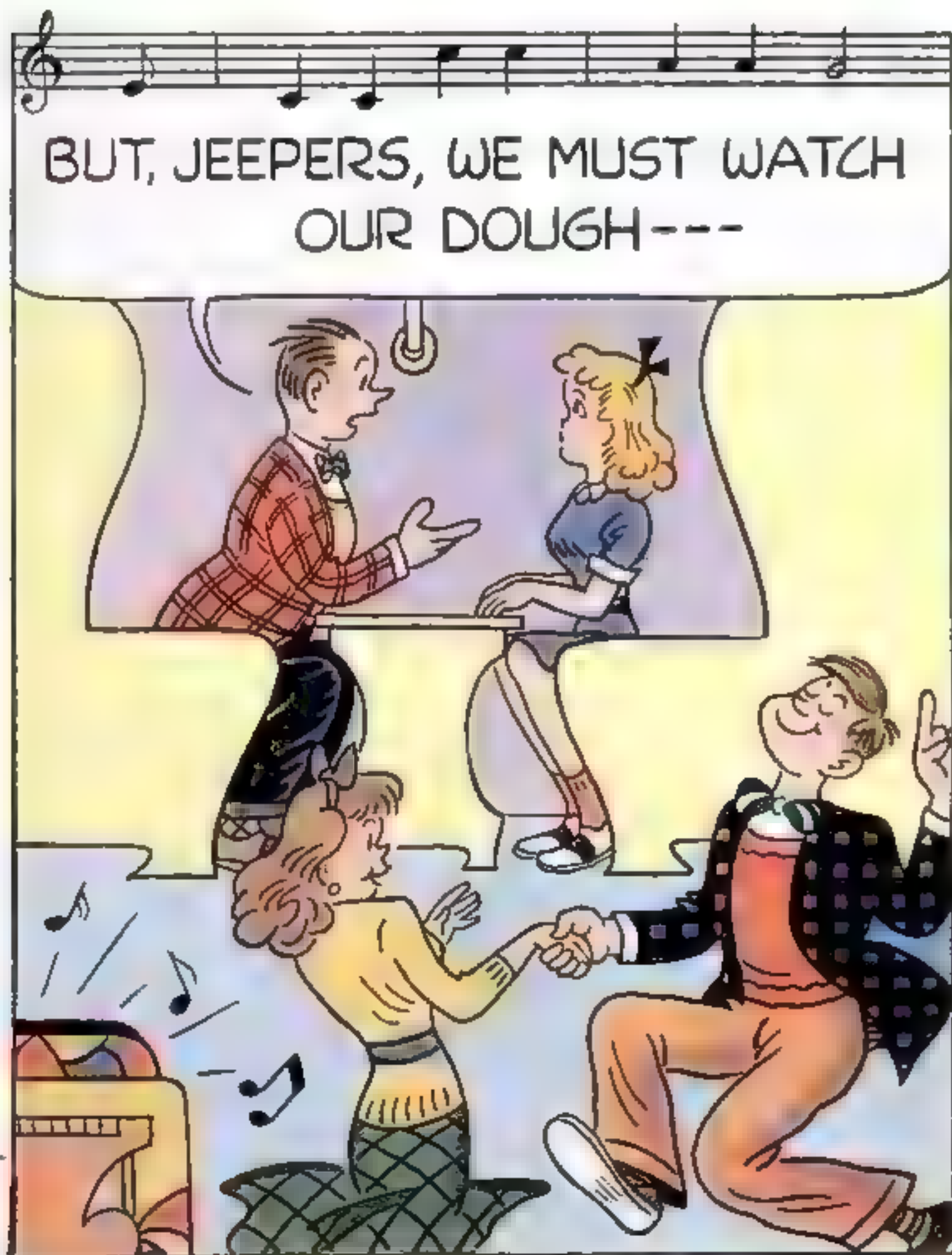
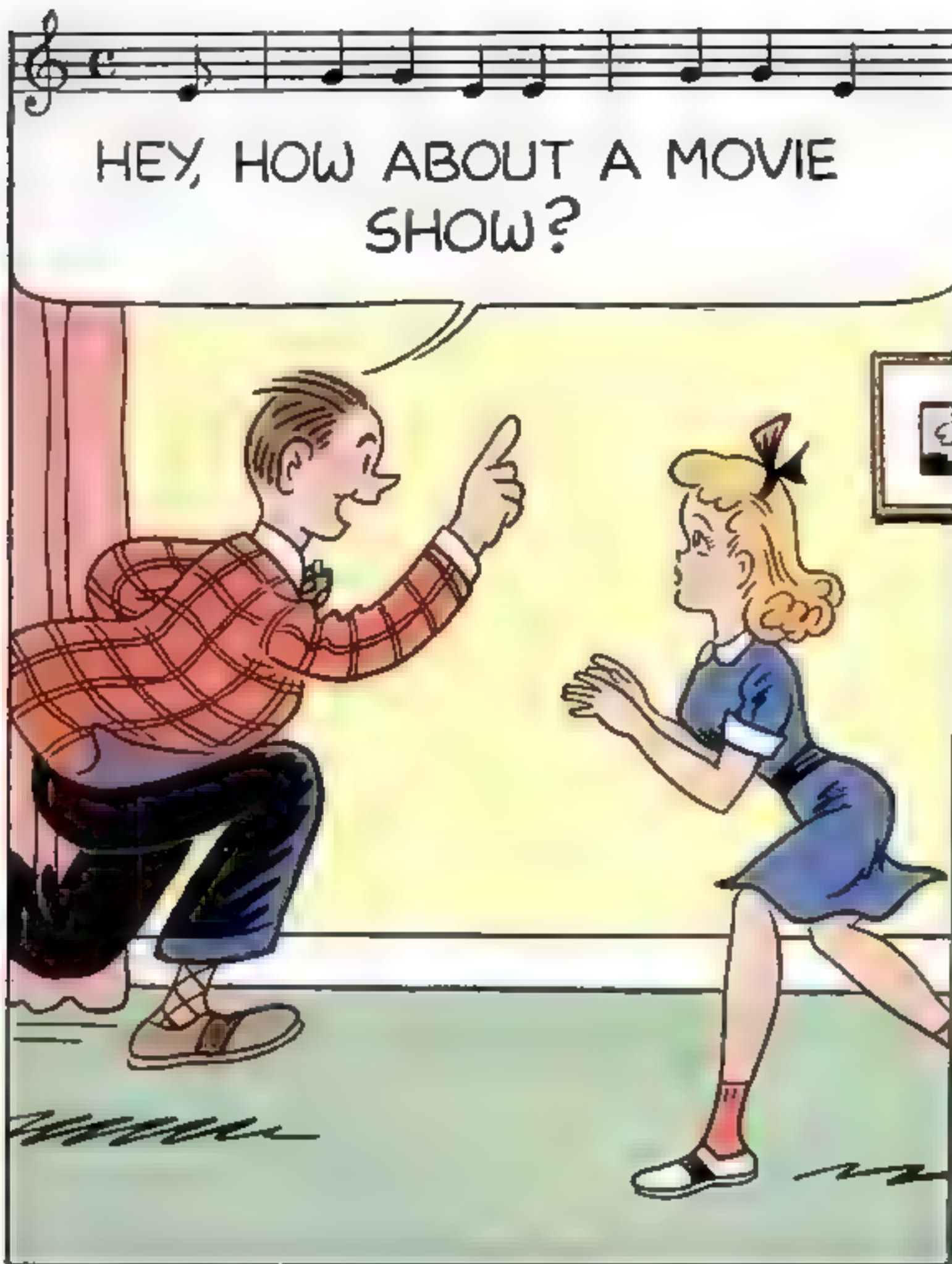
even slips into your pocket. There's sheer magic in the way it regains its shape each time you unpack it. Make "Bon Voyage" your traveling companion... ready in a moment to be admired for its style and luxurious selected fur felt. Wear its crown dented or porkpied, off the face or brim snapped... it's the most comfortable hat you ever wore. The "Bon Voyage" ... packed in a transparent plastic cylinder... 10.00.

Frank H. Lee Co., Fifth Avenue, New York



LEE Hats Don't take less than the best... don't take less than a Lee!

Test in Drew Pearson and his "Productions of Things to Come" every Sunday, coast-to-coast over the American Broadcasting Company network. © 1947 THE FRANK H. LEE COMPANY, DANBURY CONN. "REG. U.S. PAT. OFF."





HEY, KIDS!
GET YOUR VERY
OWN CIRCUS!

They climb! They swing! They dance!

REAL CIRCUS TOYS!

Hurry! Get yours while they last!

RIGHT NOW at your grocer's you'll find gay Circus packages of Post Cereals. And in every Circus package there's a Circus toy in full color on durable cardboard—a toy you can put together as easy as pie, without scissors or paste—a toy that actually moves! You can't buy these swell

Circus toys separately for love or money . . . but you can get all nine at *no extra cost*, with these grand Circus-pack Post Cereals! Read all about these Post Circus toys below, and start collecting your complete Circus set right away! Don't wait . . . the supply is limited!

He Dances a Jig!

TWINKLE TOES—the slap-happy dancing clown. You whistle the tune and watch him go into action! Look for him in one of the Post's Cereal Circus packages!



He Wags His Tail!

LEO—the trick lion! He does lots of good tricks! Here's a hint on how to get your *complete* collection *faster*—if you get *two* of the same act, swap with a friend who has an "extra" of some act you want.



It Whirls!

A MERRY-GO-ROUND operated by air power! You make it go by blowing through a small tube! (Mom will be glad to get delicious Post's Cereals because she knows they're packed with rich, wholesome nourishment.)



He Flies!

THROUGH THE AIR with the greatest of ease—goes Jo-Jo the Clown on his flying trapeze! (Trade your "extras" for your friends' "extras"—get the complete set faster!)



He Rides a Bike!

CYCLING SAM is a whizz on a wheel! And he can ride it *backwards*, too! Aren't you itching to get your hands on him? Get your Circus collection started today!



It Spins!

A HUMMING SPINNING WHEEL! Pull two strings and it goes into action . . . spinning at a great rate and humming all the time. (Ask Mom to help you get it!)



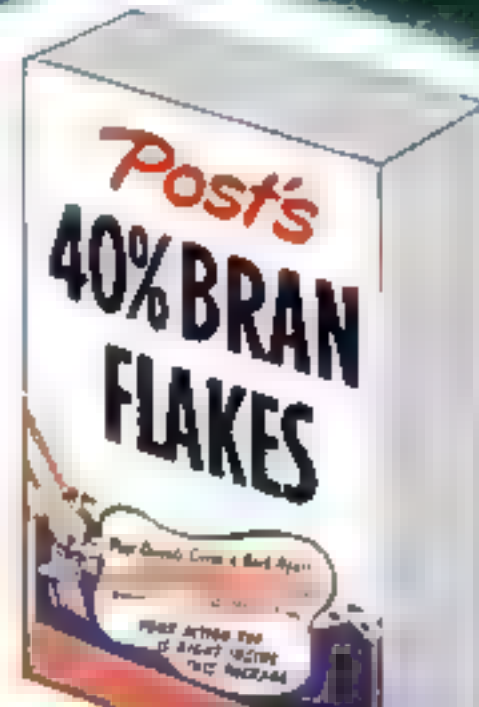
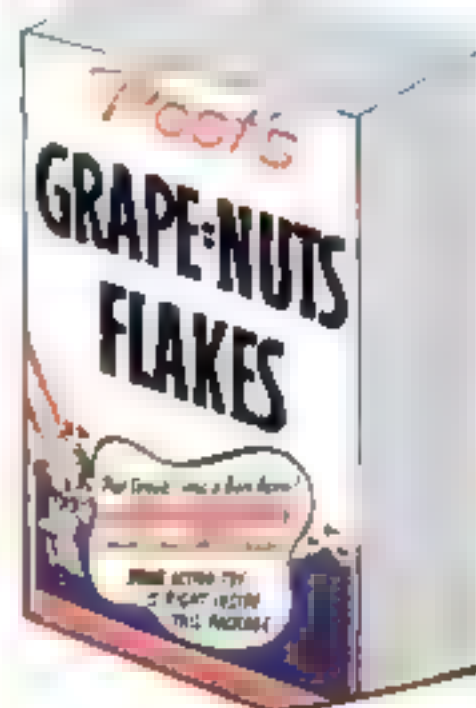
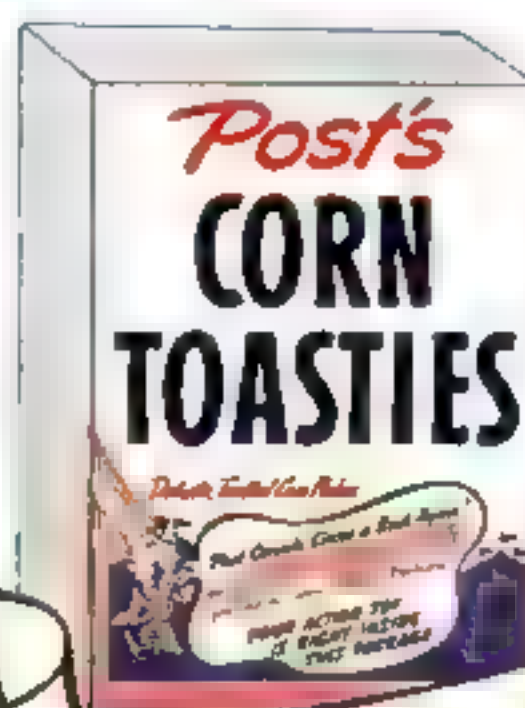
He Dances!

TAPPING TOM—The Tap Dancer! He can do any number of fancy steps according to the way you wiggle him. Tom and all the other acts come in *full color*!



He Climbs!

WATCH KLICKO the Climbing Monkey scamper up the string! You'll fall in love with Klicko the minute you dig him out of the Post Cereal Circus package!



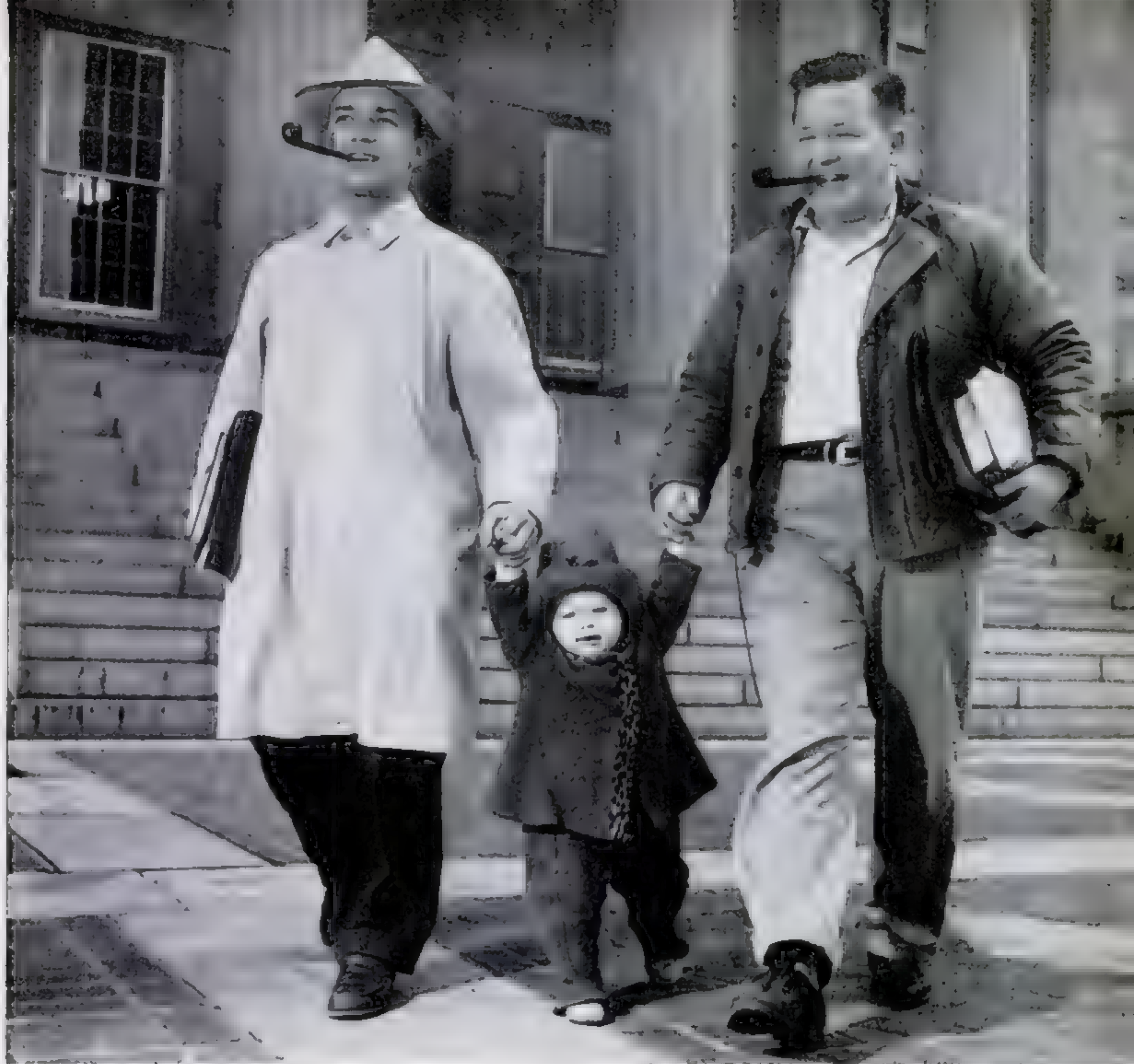
BOOM!



THERE GOES ZIPPO—the human Cannon Ball! You actually "fire" Zippo out of the cannon and he goes zooming off into space. Watch for Zippo when you open up your Post Cereal Circus package!

PRODUCTS OF GENERAL FOODS

A CIRCUS TOY IN EVERY CIRCUS PACKAGE —
POST'S CORN TOASTIES **GRAPE-NUTS FLAKES** **40% BRAN FLAKES**
WHILE THEY LAST!
AT YOUR GROCERS NOW!



STUDENT VETERAN DONALD SONIUS (RIGHT) TAKES A WALK ACROSS THE IOWA CAMPUS WITH DAUGHTER KAREN AND FRIEND CHARLES SMAYDA, ALSO A VETERAN

VETERANS AT COLLEGE

THEY HAVE SWOLLEN ENROLLMENT AND CHANGED EDUCATIONAL HABITS AT THE UNIVERSITY OF IOWA

PHOTOGRAPHS FOR LIFE BY MARGARET BOURKE-WHITE

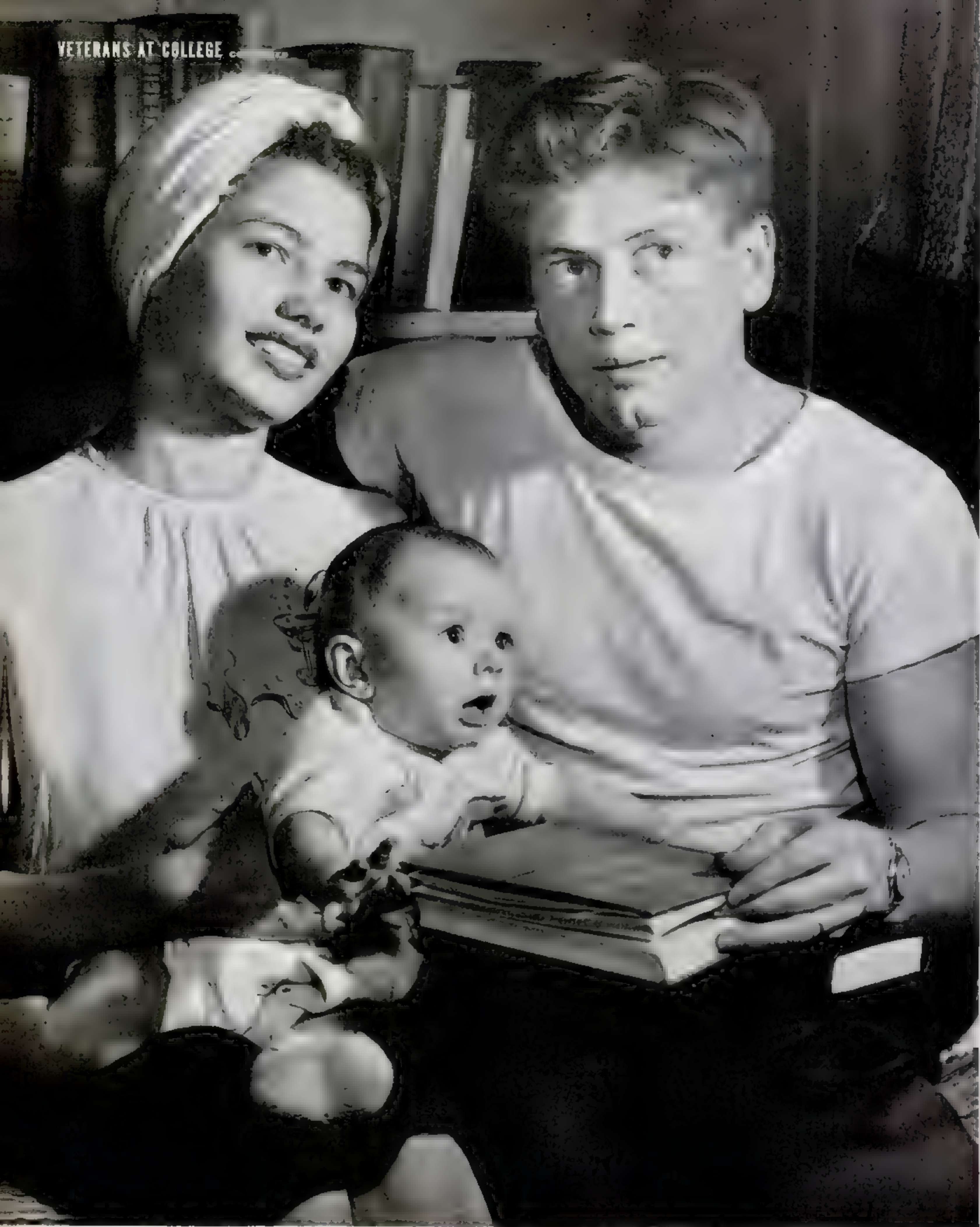
Now, near the end of their year, U.S. colleges and universities are getting a first chance to catch their breath, look around and evaluate the results of the biggest and most sudden impact American higher education has ever received: the arrival in force on the campuses of 1,777,000 war veterans. In the last 12 months 1,575,000 veterans have enrolled, more than seven times as many as were enrolled a year ago. Today they make up 50% of the total college population.

At the State University of Iowa in Iowa City, where LIFE Photographer Margaret Bourke-White

went to report on the veterans at college, there are now 6,000 veterans, 60% of total enrollment. The changes they have brought about are immediately visible in sights like that above—a veteran taking his baby for a walk across the campus. The trailer camps, the Quonset huts, the rows of temporary barracks and the laundry lines at Iowa can be seen on almost any U.S. campus. But the changes go deeper than this. Teachers find themselves dealing with a new kind of student, who is having a real and sobering effect on higher education. The veteran student is poor and hard-working. He

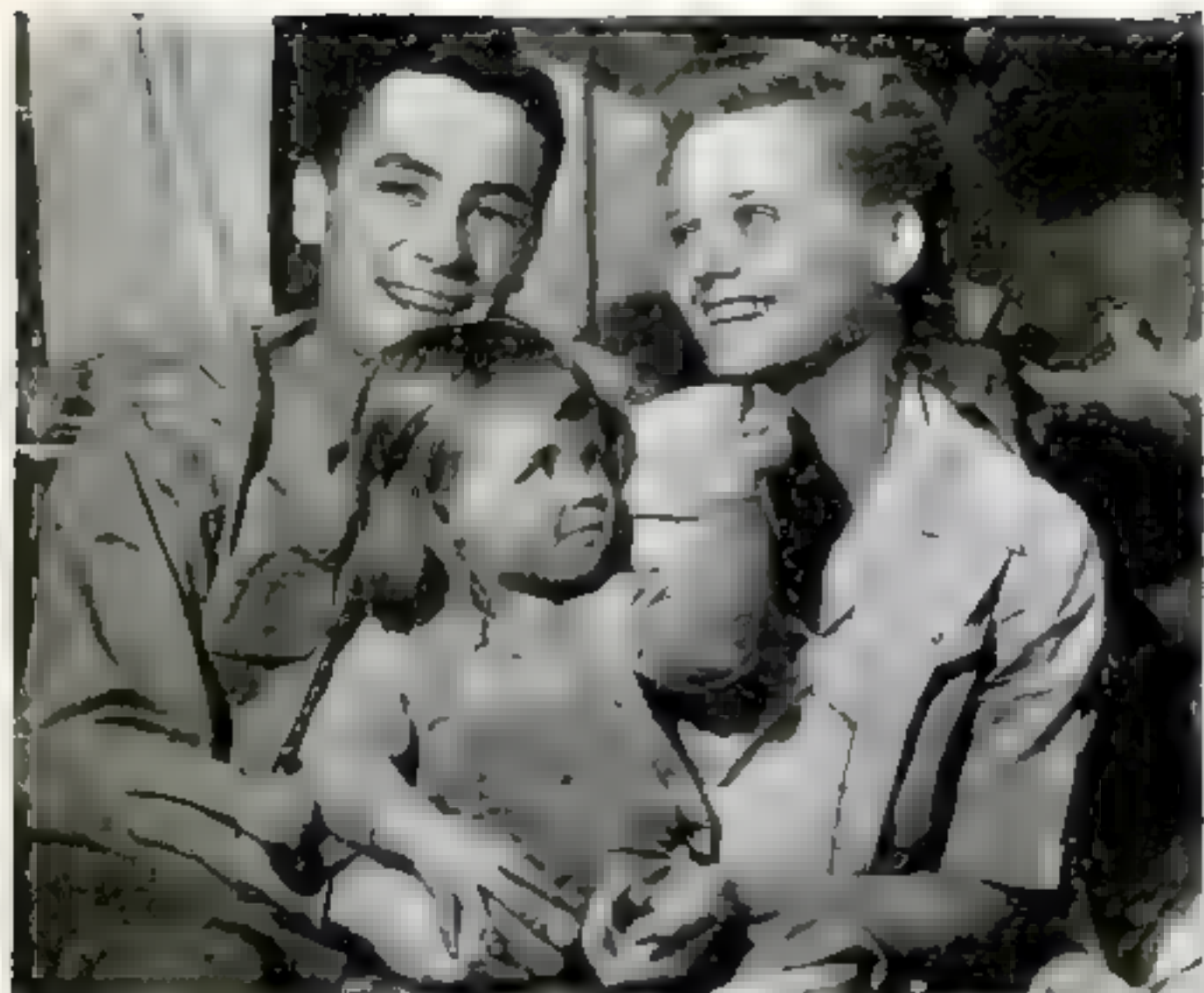
has been around enough to make subjects like geography tough to teach. He wants a fast, business-like education and is doing his best to see that he gets it. He is getting better grades than the non-veteran and has forced higher standards on everyone else. A paper that would have brought an easy B in the old college days is lucky today to get even a straight C.

The veteran is not a passing phenomenon on the American campus. Three million more veterans have indicated that they will take the educational training offered them under the GI Bill of Rights.



FRESHMAN Keith Peterson, 20, of Williamsburg, Iowa sits in his trailer beside his wife, who is holding his son Keith Jr. Peterson served in the Navy as a cook, is now majoring in physical education. His trailer has the standard furnishings: a sofa that

opens into a double bed, a chair, a shelf for books, a table that drops from the wall, a gas stove with a large oven which his wife considers bulky and inefficient. In the winter trailer is heated by a gas burner which blasts a stream of hot air across the room.

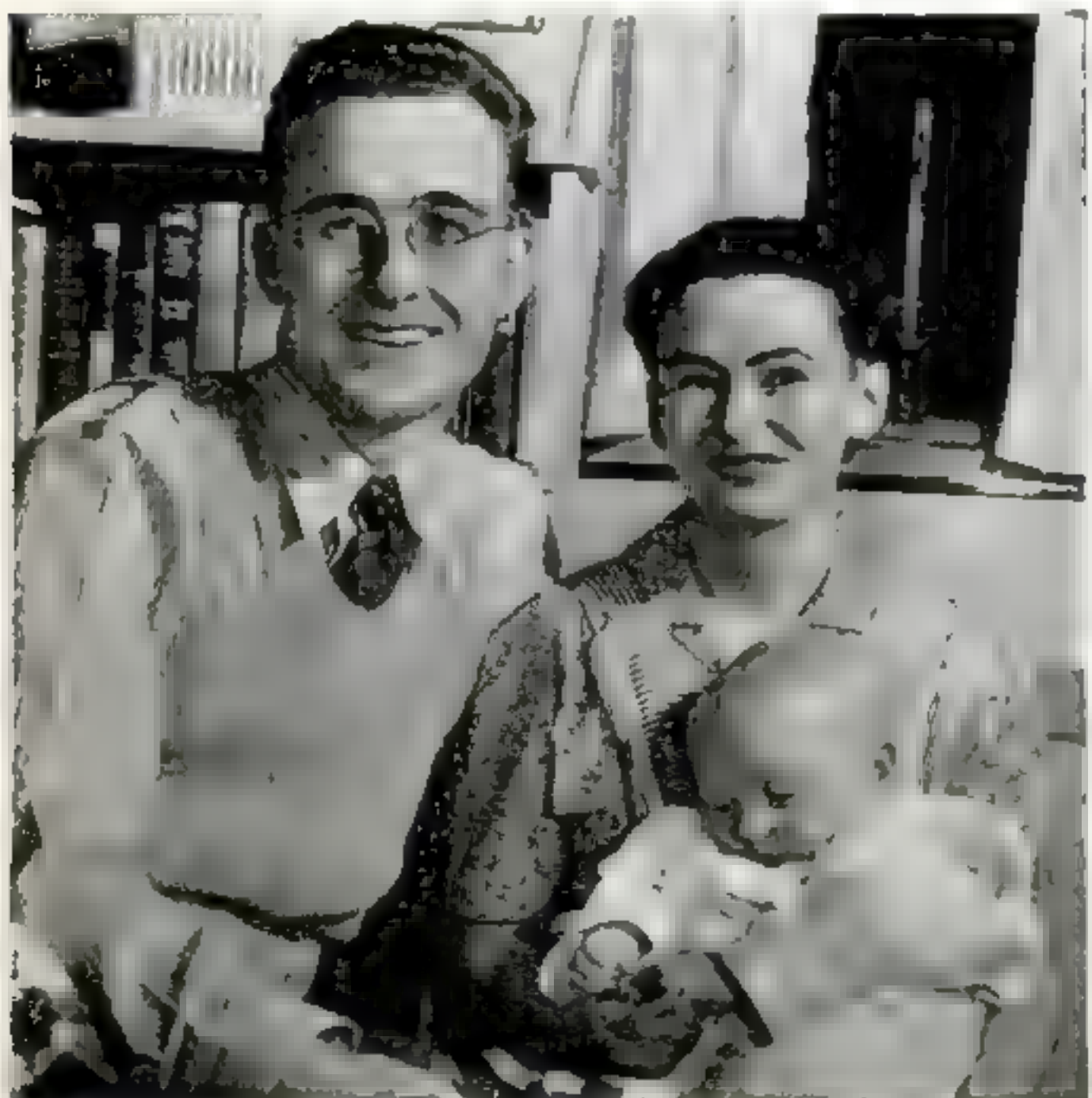


GRADUATE STUDENT Leroy Botkin, 25, of Denver, Ill. and his wife Edith have a 2-year-old daughter, Nancy Lee. Botkin served in the Pacific as radar officer on a Navy attack transport, now studies mathematics for M.A. degree.

THE FAMILY

LIVING IS CRAMPED AND STUDYING DIFFICULT

There are certainly some veterans who use their GI scholarships to stave off the time when they have to go out and get jobs. But no one could accuse the married veteran at Iowa of going to college for fun. Packed into a tiny trailer home with his wife and child, he has a hard enough time living on his GI subsistence pay and an even harder time getting his studies done. When his wife goes out, he has to sit and mind the baby. When his wife is home trying to keep house, he must juggle his books out of the dinner dishes, away from the stove and the baby (right). The families on these pages live in the Hawkeye trailer camp, one of two at the University of Iowa. For about \$25 a month they get a furnished trailer, electric light and the right to use the communal baths and washrooms. Most of them are on the waiting list for a harracks or a Quonset hut, where they will have the luxury of running water. Meanwhile the husbands go seriously about the work of getting educated and wives cheerfully wash, starch and iron their babies' white ruffles, hang bright chintz curtains and wax the trailer floors.



LAW-SCHOOL JUNIOR Miles Chenault, 24, and Phyllis, his wife, pose proudly with Steven, their 6-month-old son. Miles helps out his \$90 government subsistence pay with a \$26-a-week job as a salesman in a supply store.



THE TROUBLE WITH A TRAILER as a place to study is shown here. Charles Smayda, 24, a graduate zoology assistant, tries to work while Ginny, his wife, irons. At first his daughter Sue plays happily (top), then tries to grab his pencil (center). Finally he has to hold her on his lap.



SATURDAY WASH is hung on the line behind the trailer camp by Bill Unsicker. Bill was a Navy officer, his wife was a Wave who worked for him. They married after the war and get along better than most veteran families because of their combined subsistence pay.



HAWKEYE VILLAGE, A SETTLEMENT OF 170 TRAILERS, ALMOST OVERFLOWS THE

TRAILER LIFE

THE ONLY WAY TO GET ALONG IS TO COOPERATE



CLASSROOM ETIQUETTE is much less formal than it used to be. Pat Callaghan, 20 (left), a sophomore veteran, takes his black cocker spaniel, Timmy O'Toole, to all of his classes. Here Timmy licks his chops during a class in the history of religion.



EAST BANK OF THE IOWA RIVER. BEHIND THE TRAILERS AND COMMUNITY CLOTHESLINES ARE THE BUILDINGS OF THE UNIVERSITY'S COLLEGE OF LIBERAL ARTS

In a trailer camp like Hawkeye (*above*), where 170 families live jammed close together sharing washhouses, clotheslines, garbage disposal and maintenance facilities, cooperation is a necessity. At Hawkeye, where there are no secrets, no differences and no Joneses to keep up with, veterans have made cooperation work. They have elected a local government which meets regularly in the wash-house or engineering room to decide matters of sanitation, rent costs and camp welfare. Each family has had to work out its own cooperative ways. Husbands

sit with baby when the wives go out to shop or to classes. They hang up the wash (*left*), take turns at changing baby. With no spare money, veterans' families entertain little. At their infrequent parties they drink coffee rather than liquor. But none of them has much time for parties. Many have outside jobs. They work in junk yards, soda fountains, laboratories, grocery stores. They drive trucks and taxis. Five have jobs as assistant policemen. Eighty percent of the office buildings in Iowa City are cleaned, swept and serviced by student veterans.



BACHELOR VETERANS serve Sunday dinner in their Iowa City rooming house which they call the "Scaly Arms." Five of them live in a five-room apartment. Unmarried students cannot live in trailers, must rent rooms or live in college dormitories.



SURPRISE PARTY, with coffee and home-baked cake, is given in the trailer of Donald Sonius (*right*) to celebrate his 26th birthday. Sonius (*shown on p. 105*) was a Navy pharmacist's mate, is now a senior preparing for the University of Iowa medical school.



PAINTING THE PAVEMENTS of the Iowa campus with advertisements for their lecture notes—members of a student note-taking organization offer verbatim notes of

lectures in the history of ideas course for 5¢. Taking advantage of the new demand for streamlined learning, two student note-taking groups set up business this year.

Professional stenographers in class take down lectures (opposite page, bottom right). Signs like this are permitted on campus but are usually painted out at night by rival



note-sellers. When the business started this semester, the notes were so popular a professor was mistaken for a salesman and mobbed as he tried to enter his classroom.



IN LARGE LECTURES everyone now has a seat. Last term classes were overcrowded but seating problem was solved by breaking large classes up into smaller sections

and having more sessions per day. Now classes start at 7:30 in the morning, last till 10:30 at night. All this means much more work for the already overworked teachers.

CLASSROOM CHANGES

THE UNIVERSITY HAS HAD TO STREAMLINE ITS TEACHING METHODS

In the Army and the Navy most veterans became accustomed to educational programs so accelerated that they hardly had time to think. Back at college, anxious to make up for time they have lost, they are eager to speed up education. U.S. colleges find themselves having to hurry. They are forced to cut down on personal contact between professor and student. At Iowa most big examinations are now mechanical. Five answers are printed for each question. The student checks his choice on a card with a graphite pencil, the paper is placed in a machine (below, left) and a grade comes out.

But even this speed-up does not take care of the

teaching load. Last semester Iowa's College of Liberal Arts had to hire 91 extra teachers. Half of them were under 32 years old and 38 had no previous teaching experience. These young teachers have to do most of the work. From early morning to late at night they lead student discussion groups, correct papers, act as counselors for veterans. They should be working for their M.A.s or Ph.D.s to help replenish the nation's stockpile of professors, but many of them have had to postpone their own research. Probably no problem worries educators more than the future shortage of well-trained teachers which the present situation is almost certain to produce.



MECHANICAL GRADING of exams is now used. Student's paper in slot is filled out with special pencil.



MANUAL GRADING of papers and essay questions is necessary in some courses, but it overloads professors.



NOTE-TAKERS for two rival organizations sit side by side in class. Girl on left uses a stenotype machine.



YES 52% WOULD YOU HAVE COME WITHOUT GI BILL AID? **48% NO**

YES 86% HAS ARMY OR NAVY TRAINING HELPED YOU AT COLLEGE? **14% NO**

THEY ANSWER SOME QUESTIONS

ALMOST HALF NEED U.S. HELP, MOST KNOW WHAT THEY WANT TO DO, ALL ARE GLAD THEY CAME TO COLLEGE

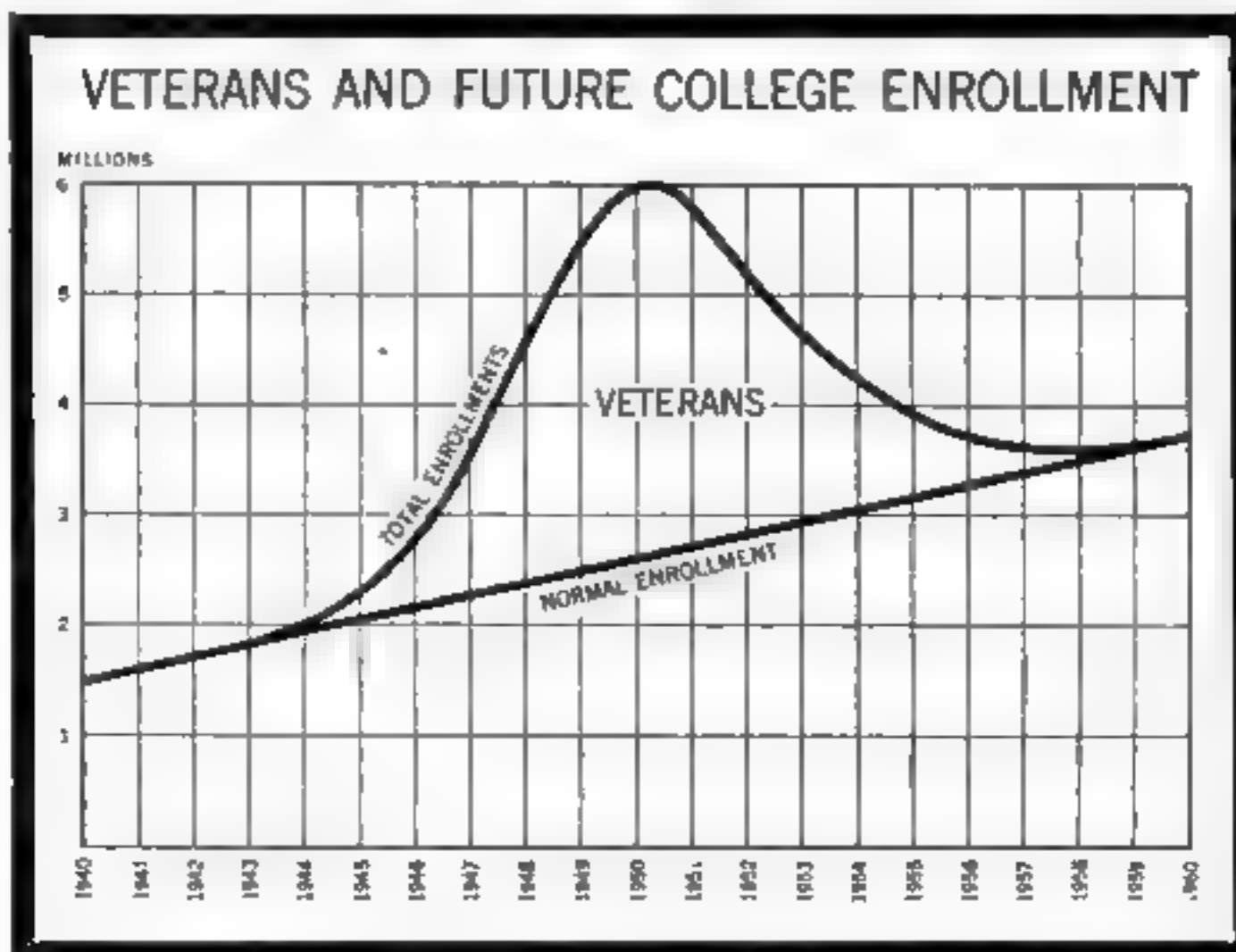
The pictures on these pages are visual answers to a poll which LIFE prepared in order to find out some important facts about the veterans at Iowa. To show the results of the poll, LIFE then collected 100 veterans and asked them to pose in groups indicating the correct percentages. Those facing forward are the Yes answers, those turned away the No. Each veteran represents one percentage point but in a couple of groups a few veterans slipped away to study. Considered in conjunction with the enrollment chart at the right, the answers are surprising. Almost half the veterans would not have been able to come to college without government help. Almost all feel they benefited from their military training and almost all of them have a definite kind of future job field in mind. Most are going or hope to go to graduate school. Many of these, however, will be disappointed because, with the system of limited enrollments, graduate schools will not be able to handle the rush of veterans seeking still higher education.

At Iowa a third of the veterans are married. Married or not, only one veteran out of every 100 can live on his government subsistence check (*opposite page*) which ranges from \$65 to \$90. Veterans have mixed feelings about their government pay checks. Some feel that this allowance is only back pay, due them for

the big money they missed when they were away at war. Others feel that their check is only intended to give them a slight boost while they are in school.

LIFE also investigated the grades of the 48% of students (*above left*) who could not have gone to college without government help. Sixty-seven per cent had above-average grades. This surprising fact, borne out at other universities, may have a profound effect on higher education. It is social wastage, educators reason, to have inferior students with money go to college at the expense of superior students without money. They are beginning to advocate a permanent system of federal scholarships for students of high intelligence but low means. This proposal is getting increased support despite the danger that government help to colleges might also mean increased government control of education.

Whether or not scholarships materialize, the influence of veterans will effect an increase in college enrollment. With a greater number of college graduates throughout the country, college education will seem more normal and necessary. More and more boys and girls will insist on going to college. Perhaps the most interesting of all veterans' replies at Iowa was that to the question, Do you think you did the right thing in going to college? Every one of the students answered, Yes.



ENROLLMENT CHART prepared by Dean Clarence E. Partch of the Rutgers University School of Education predicts the peak college and university attendance will touch 6 million by 1950, half veterans. By 1960 veteran enrollment will have stopped but the total figure will never drop below this year's total.



YES 90% DO YOU KNOW WHAT YOU WANT
TO DO WHEN YOU GRADUATE? **10% NO**



YES 65% DO YOU PLAN TO GO TO
PROFESSIONAL SCHOOL? **35% NO**



YES 34% ARE YOU MARRIED? **66% NO**



YES 1% CAN YOU GET ALONG
ON YOUR GI MONEY? **99% NO**



FINEST SHOT among all the princes is considered to be the Prince of Bikaner, who bagged during one hunt 917 imperial sand grouse in 3 hours 10 minutes. The 22nd ruler of Bikaner, whose full title is Lieut. Colonel His Highness Maharajadhiraja Raj Rajeshwar Narendra Shiromani Maharaja Sri Sadul Singhji Bahadur, rates 17-gun salute.



The Princes of India

Last of the great feudal lords, they face possible extinction with the departure of the British

by ROBERT NEVILLE

WHEN the advisory body of India's Chamber of Princes forgathered last fortnight in Bombay's Taj Mahal Hotel, the occasion was in sad contrast to former years. In the past such conclave was a sort of fantastic equivalent of a businessmen's convention at which the delegates passed their time swapping yarns about tiger-hunting, polo, horse-racing, gem-collecting and their other hobbies, pausing only occasionally to attend to the drab details concerned with governing their subjects, who total 93 million. Last fortnight the princes had little time for jollity. Confronted by the fact that the British plan to quit India by June 1948 and that this may leave them all faced with unemployment, they spent their time discussing the sad question of what, if anything, they could do about it.

As a group India's 562 hereditary rulers govern one fourth of the native population. Hence their position would have been far from hopeless had they been able to agree on whether they should all enter India's new Constituent Assembly or whether they were for or against an independent Moslem state. This, however, the rajas and the maharajas signally failed to do; and as the meeting progressed, it thus became increasingly likely that the private preserves of Their Highnesses would eventually be added to the already bulging political empires of Mahatma Gandhi, Pandit Nehru, Sardar Patel *et al.* who, having subdued the mighty British Empire, naturally regard the princes as easy prey. Feudal anachronisms in a leftward-moving world, India's princes, as such, may well soon be extinct. Before this occurs, it may be pertinent to consider the history, character and pastimes of this fabulous species.

Princes have existed in India since recorded times, and the subcontinent can fairly be called the world's

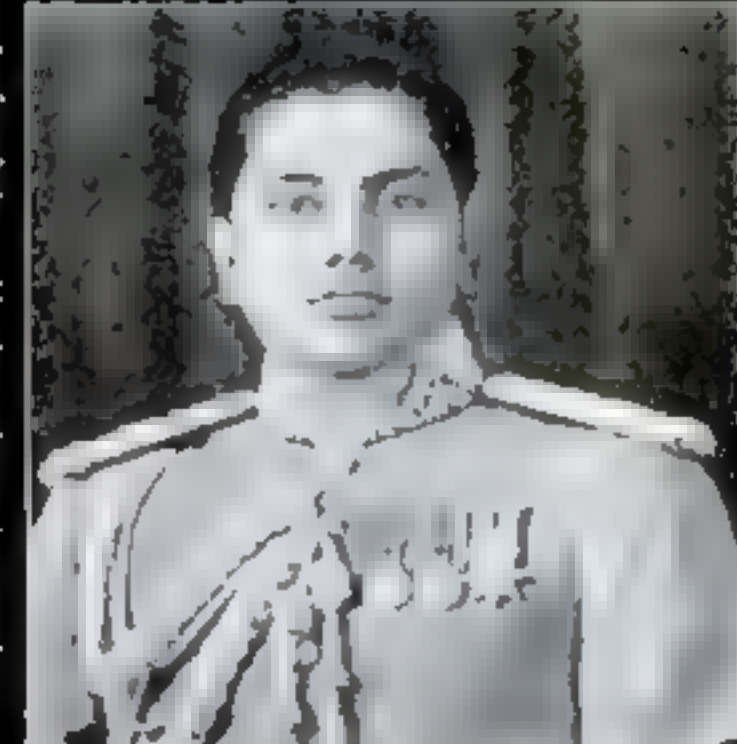
most fertile spawning ground for hereditary monarchies. There are many ways of counting Indian princes, and while there are 562 political entities governed by hereditary rulers, this figure is misleading. More than three quarters of these rulers are mere chieftains like most of the heads of states in the region of Kathiawar on the west coast above Bombay where, in an area about the size of New England, there still exists a total of 283 states, each governed by a hereditary ruler who may be called anything from a jam sahib to a rawal. Such princes do not in most cases possess the right of life and death over their subjects; they have no inherent right to entertain, or even to receive, His Excellency the viceroy, the crown representative of His Majesty the King-Emperor; and, above all, they are not entitled to gun salutes when they enter British India. Gun salutes, with which the railroad station at Delhi used to reverberate almost constantly in a greeting to some highness or another arriving in British India, were suspended during the war and, in view of recent political developments, they are not likely to be resumed. But the number of guns, ranging from 21 down to 9, to which an Indian prince is still theoretically entitled, remains the best indication of his importance.

By weeding out poor rulers whose domains may take in only a dozen or so square miles, whose subjects may be counted in four figures and who get no gun salutes, enough aspirants are removed from consideration to reduce the list to a mere 114. The entries can be narrowed down even further by more judicious pruning. Obviously a man is not very much of a prince if he does not rate being called His Highness. A lot of Indians, who are a very courteous people, call other Indians Your Highness without thinking much of the political consequences, but the British, who

THESE RATE 21 GUNS



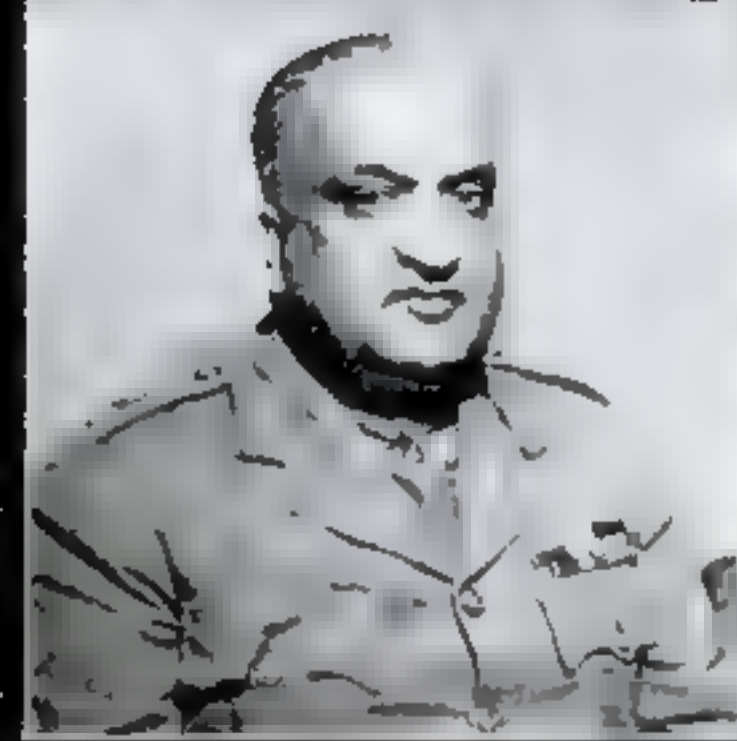
BARODA LOVES TENNIS AND CRICKET



GWALIOR REJOICES IN SOME 16 TITLES



HYDERABAD IS WORLD'S RICHEST MAN



KASHMIR SPENDS FORTUNE ON HORSES



MYSORE IS THE MOST HOME-LOVING

CONTINUED ON NEXT PAGE

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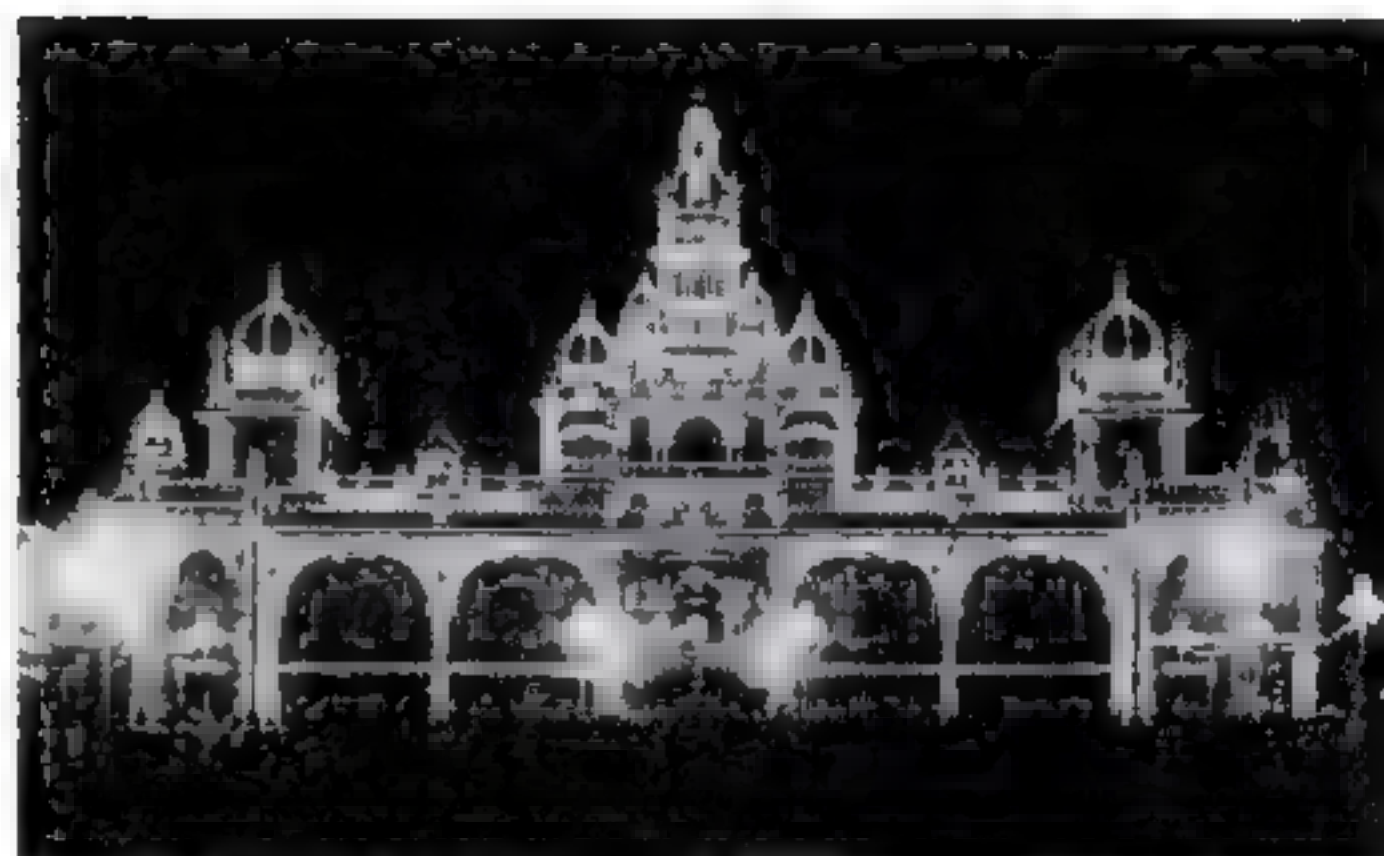
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THE PALACE OF MYSORE. one of the most grandiose examples of Indian architecture, is as brilliantly illuminated on state occasions as Luna Park.

PRINCES OF INDIA CONTINUED

are experts at protocol and the fountain of all honors as well as the arbiters of all titles, never say "Your Highness" to a ruler unless he commands at least 11 salutes.

Thus, accepting the British raj's viewpoint, the list is reduced by 29 nine-gun-salute rulers (nine guns are as low as you go in saluting), which leaves a total of 85 who are entitled to 11 guns or better. Eighty-four of these legitimately respond to the call of "Your Highness," while one, the most famous of them all, the Nizam of Hyderabad, answers to "Your Exalted Highness."

Here are 85 real princes condemned to live forever in big palaces far away from the exciting centers of civilization; 85 men whose greatest barrier to doing anything constructive is that they rarely hear anything but "yes" from people around them; 85 men who from birth cannot expect to lead a normal life, whose pattern of existence is apparently destined to be overindulgence in everything—money, jewelry, sports, women. What are they like?

The average maharaja

A FEW statistics about princes are in order. On the average each prince

- has 11 titles
- can wear three uniforms
- has 5.8 wives (or concubines)
- procreates 12.6 children
- lives in five palaces
- dies at the age of 54
- owns 9.2 elephants
- kills 22.5 tigers during lifetime
- possesses 2.8 specially fitted railway carriages
- owns 3.4 Rolls-Royces

The combined annual official salaries of the princes is more than \$40 million, or around \$70,000 apiece, all of it tax-free. They receive about 15% of the total taxes collected from some 93 million citizens of India. Besides all this their personal incomes are impressive, although in most cases not a matter of public record. Very often princes play the stock market, gamble on real estate or take a flier in industry. Most maharajas and nawabs try to keep the purity of their stock by marrying women from other ruling families. (Princely families in India are always called "ruling families," never "royal families.") Even so, though generally fertile, some princes run into continuously bad luck and have to adopt rather than sire their heirs. Another princely hazard is that the maharajas frequently fall for Kashmiri dancing girls, American nurses and divorcees, French chorus girls and Hungarian singers. The issue from such matings, naturally, does not succeed to the gaddi.

In guaranteeing in treaties that Their Highnesses and their successors are to remain absolute rulers of their principalities in perpetuity, the British have unwittingly done Their Highnesses a positive disservice by robbing them of any incentive to be efficient—since both bad and good rulers have been equally protected against rebellion or invasion. Moreover the British definition of "absolute" is non-Websterian. In India an absolute ruler has no right to conduct foreign negotiations, cannot set up his own customs, has no control over the railways or telegraph and telephone wires that cross his state and does not even have jurisdiction over European residents in his territories. Although they have armies, Hyderabad, Patiala, Bikaner and Gwalior are unable to declare war. In fact the

CONTINUED ON PAGE 111



"You can type 10 to 15 words a minute faster!"

by NORMAN SAKSVIG

Authority on correct typing technique shows how the average typist can increase her speed and lessen fatigue. Over 200,000 secretaries have witnessed his amazing demonstrations of typing!



WRONG



RIGHT

What's wrong? Just about everything—feet, back, head, arms, wrists. First rule of correct typing: cultivate good posture—a *must* if you wish to avoid back, neck, and eye strain, and lessen fatigue. But you can't speed up unless you *relax*!

See the difference? Feet flat and firm, one advanced slightly for body balance; back well supported, head erect, arms and wrists relaxed. Make this good posture a *habit*, and see how much more steadily you type . . . faster and with less fatigue.



WRONG



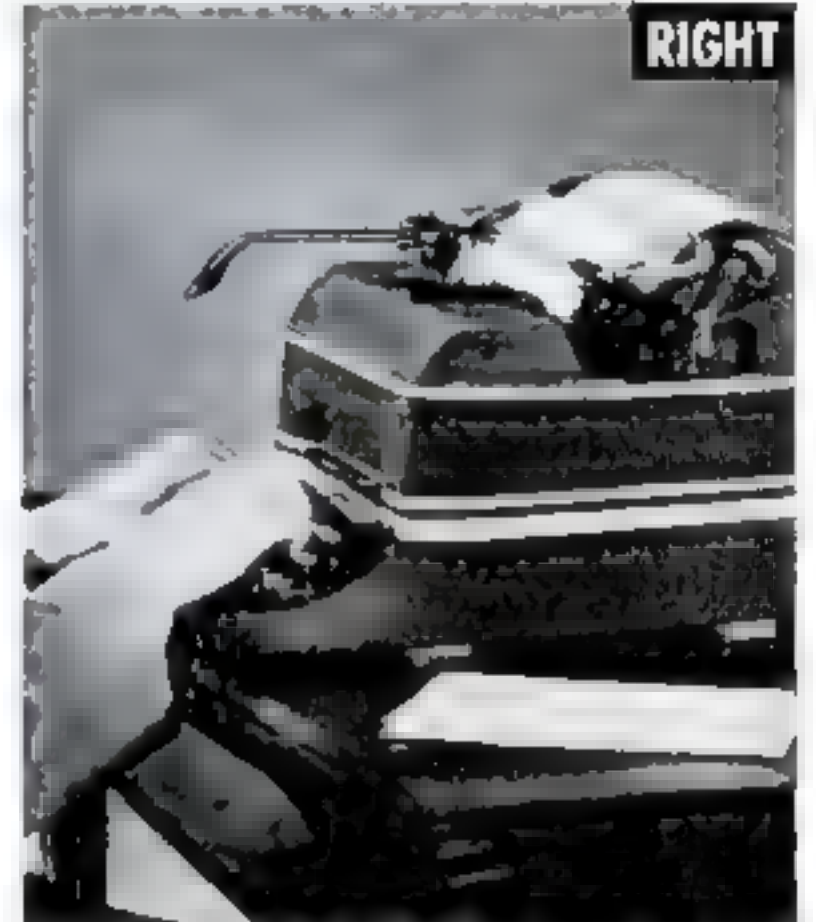
RIGHT

At the end of a line, don't *lean*, don't "follow through" as you return the carriage, don't hold hand on lever all the way across. The left hand is the buster, and you need it back on the keyboard ready to start the next line.

Start the carriage with a quick firm throw, drop lever before it's half way across, let momentum do the rest. This way your left hand is back in position with practically no break in the smooth rhythm of your speed.



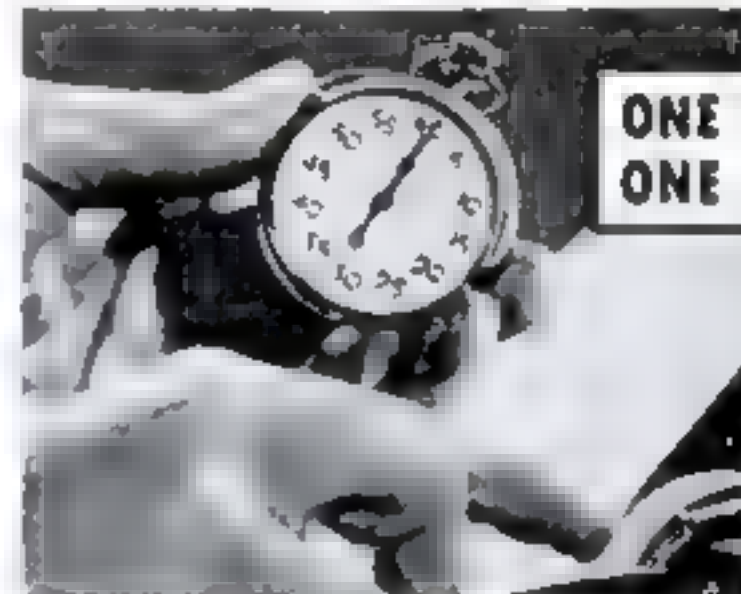
WRONG



RIGHT

Saksvig calls this "arm action"—raising hand entirely from keyboard to strike keys. Needless effort, and it slows down your speed and increases errors. Fingers should rest lightly on guide keys, except stroking finger.

Notice above how the middle finger reaches the top bank easily while other fingers remain on the guide keys. Typists learn this in school, of course, but need to be reminded: Keep your hands *down*—and watch your speed go *up*!



ONE HAND... ONE SECOND!



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KAPURTHALA'S BIRTHDAYS are celebrated with feasting, music and dancing girls. The prince (*seated at right*) has ruled for 70 of his 74 years.

PRINCES OF INDIA CONTINUED

princes are so far from being absolute that they cannot really even prevent unwelcome guests like Jawaharlal Nehru from entering their domains and stirring up trouble.

The truth is that Their Highnesses get all the blame and little of the fun of being autocrats. Not only are they constantly restrained in many ways, but also their every act is reviewed by an unattractive class of British officialdom called "residents" or "agents general," whose whisper is generally understood to be the thunder of the viceroy at New Delhi. British viceroys invariably treat Their Highnesses in a manner befitting bad schoolboys rather than absolute monarchs. Lord Curzon used to admonish them regularly and publicly. At other times the British have even gone so far as to take over the education of their heirs. On one occasion a viceroy went so far as to punish the maharaja of Datis and H.H. of Jodhpur by reducing the number of guns to which they were entitled in a salute. An ancestor of His Highness the Gaekwar was once tried before a special tribunal of British officers, while only recently His Highness of Rewa was not only deposed but exiled from his state. The British in the past have seen fit to depose, degrade, dispossess or force to abdicate princes of Mysore, Kashmir, Bharatpur, Alwar, Indore, Nabha and Udaipur.

The chips off the old blocks

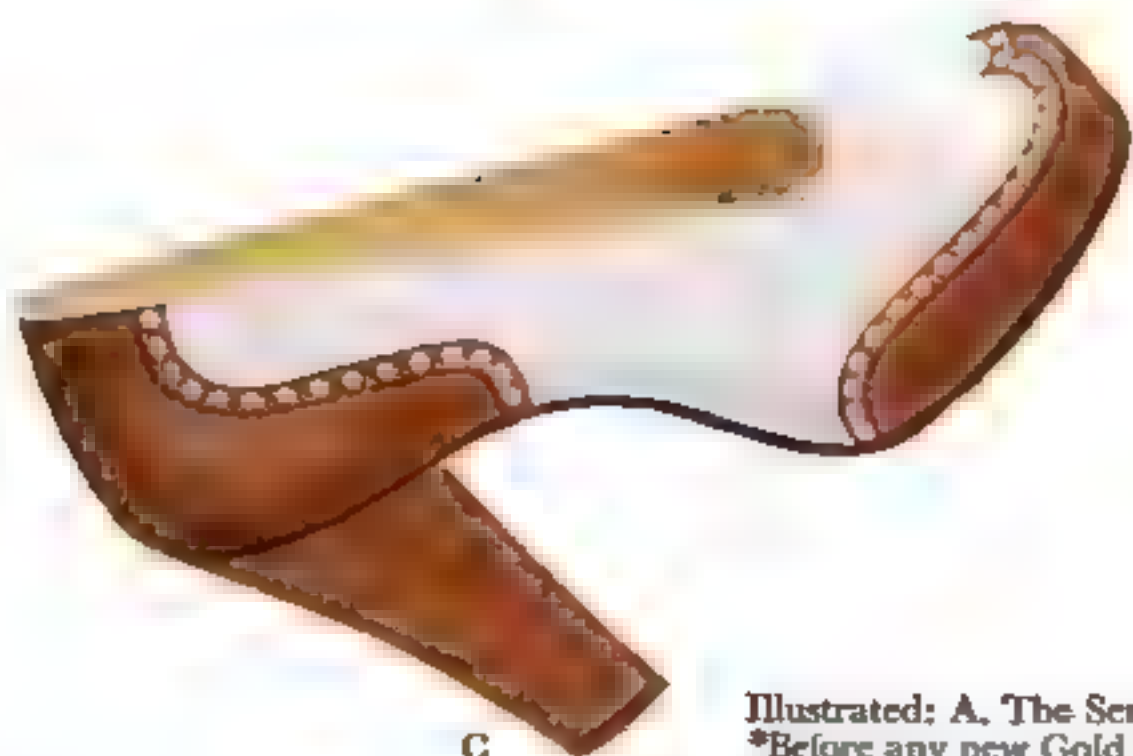
GENERALLY speaking, princes act according to the region from which they hail. For instances, princes from the south of India are invariably stay-at-homes who rarely leave their states, while those from central India are gadabouts far more likely to be seen in London, Paris, Monte Carlo, New Delhi or Bombay than in their own capitals. Again, and still speaking generally, southern princes are apt to lead sedate, quiet lives, while the northerners tend to be gayer. Even a superficial study of Indian princes reveals a curious alternating pattern in their behavior. Almost invariably, it seems, a bad prince follows a good prince, miserly princes succeed spend-thrifts, hell-raising fathers are followed upon the gaddi by sedate and well-behaved sons. Most logical explanation of this phenomenon is that most rulers are polygamous and that sons of polygamous fathers usually tend to center their affections on and model their behavior after the mother instead of the father. They usually dislike their fathers so much that they try to be unlike them.

There are many instances to prove the veracity of the pattern. For example, Lieut. General His Highness Sir Yadavendra Singhji, The Particularly Beloved Son of the British Empire, The Greatest Conqueror of All Times, King of Kings, Noblest of All Nobles, the Maharaja of Patiala, the premier Sikh state of India, had a father who was an undeniably extravagant rake who died leaving scores of mistresses in his harem and a debt of at least 50 million rupees. But young "Pat," upon succeeding to the throne, quickly dismissed the ladies of his father's zanana and started a regime of austerity and economy which soon wiped out his predecessor's debts and put the state's finances in order.

Another example of like-father-unlike-son can be seen at Ram-

CONTINUED ON PAGE 131

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MOSTLY FESTIVALS play a big part in the princes' lives. In fabulous Mysore, maharaja goes in for parades featuring richly caparisoned bullock carts.

PRINCES OF INDIA CONTINUED

our, a small Moslem-ruled state of 500,000 persons near Delhi. His Highness the nawab, besides writing none-too-good sonnets, was fond of jazz bands and theatricals. At one time the nawab maintained at least 500 actors at the capital of his state purely for his own amusement. All in all he spent something approaching three quarters of the state's total revenue on himself. The present prince, his son, is definitely not a chip off the old block. At the outset of his reign he hired good ministers and backed them, with the result that the state's revenue in the last 16 years has been more than doubled, a certain amount of industrialization has been accomplished and the state's subjects now seem somewhat better off than their democratically ruled neighbors in the United Provinces.

A third and perhaps more striking example of this alternating pattern has taken place in Baroda. There three generations back the British requested that the old, widowed and childless maharani adopt an heir. She thereupon ordered a thorough search of Baroda's villages with the object of finding a boy, 8 to 12 years old, who would exactly meet her idea of what a future ruler should be like. In due time the proper boy was found. He turned out to be the extremely able, honest ruler who was later responsible for the Golden Age the state until recently enjoyed. In contrast his four sons all drank heavily. A grandson now rules.

No. 1 prince

ALL things considered, India's top all-round prince is clearly Lieut. General His Exalted Highness Nawab Mir Osman Ali Khan Bahadur, Strongest Man of His Time, Wisest Man of the World, Emperor of the Earth, King of Kings, Conqueror of Battles, Faithful Ally of the British Government, otherwise the famous Nizam of Hyderabad. Although His Exalted Highness has several country palaces in his own state, a big place on Malabar Hill in Bombay, another in Calcutta and a fancy guesthouse in New Delhi, he spends winter and summer, hot weather and cold spells, in his capital. He rarely visits either British India or other states. In fact, back of his refusal a few years ago to accept an invitation from His neighboring Highness of Mysore lies a story of interstate jealousy. The Nizam flatly would not go to Mysore unless a certain stone in a certain garden there were removed. On the stone was depicted the defeat a century back by Mysore forces of the combined Hyderabad and British armies. By decree of H.H. of Mysore the stone stayed where it was and so did the Nizam.

His Exalted Highness fills a special chapter in any discussion of the princes, if only because he and his state must be described with superlatives. Hyderabad is the biggest (82,700 square miles) and the most populous (16 million inhabitants) of the princely states. The Nizam is the most Moslem prince to rule over the most Hindu population. To show what a good Moslem prince he is, the Nizam writes Urdu poetry, has started an Urdu university and at considerable cost married off his heir and successor, the Prince of Berar, to the daughter of the late and deposed Caliph of All Islam, Abdul the Damned.

More than all that, His Exalted Highness has the reputation of

CONTINUED ON NEXT PAGE

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DEVILED
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1 cup prepared biscuit mix	1/2 cup water
1 can UNDERWOOD Deviled Ham	1/4 teaspoon each cayenne pepper and salt

Combine ingredients. Drop by spoonfuls on ungreased cookie sheet. Bake in hot oven (400° F.) about 10 minutes. Serve hot. Makes about 2 dozen.

AMERICA'S FAVORITE SANDWICH SPREAD

UNDERWOOD

NET WEIGHT 3 OUNCES

DEVILED HAM

Underwood's sure hits the spot. It has what other spreads have not. Distinctive flavor, tang and zest. That's why housewives like it best!!

Moral: Always look for the Red Devil trademark to be sure of top quality and finest flavor.

Fragrant Puff



As I was waiting for a bus
downtown, the other day,
A chap nearby me blew a puff
of fragrant smoke my way...



I couldn't help but ask him
what it was, and he replied,
"It's Edgeworth... Have a pipelul"—
and he offered it with pride.



I filled my pipe and took one puff
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That Edgeworth was a blend that I'd
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Edgeworth's own "Seal Pak" is a
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Pipe Tobacco*



A POPULAR PRINCELY SPORT is polo. Most of the players in this 1939 game were of royal Indian blood. Maharaja of Jaipur is the third from right.

PRINCES OF INDIA CONTINUED

being the most miserly of all princes anywhere, which probably accounts for the fact that he is simultaneously and undoubtedly the richest. Indeed the Nizam is generally regarded as the wealthiest man on earth, prince or commoner. Actually the wealth he could liquidate comes to probably not more than \$200 million, not counting jewels. This, however, is an important exception since His Exalted Highness is the world's champion gem-fancier and gem-buyer. His collection of diamonds, rubies and pearls are unrivaled, unclassified and hence cannot be valued. With all that His Exalted Highness is most reluctant to spend an anna and practices the strictest economy on himself and his family. His parsimony has gone to such lengths that the state's heir apparent and the Nizam's eldest son, a young man who is fond of such expensive pastimes as shooting tigers from specially equipped Rolls-Royces, has had a spectacularly difficult time making ends meet.

India's most politically minded political prince is His Highness the Nawab of Bhopal, who in his childhood used to call the vicereine by an affectionate "mummy."

He now delivers impassioned speeches before the Chamber of Princes, telling Their assembled Highnesses that they had better reform or else, and often acts as mediator between the princes and the States People's Conference, which is an arm of the Indian National Congress generally hostile to the princes. H.H. of Bhopal also frequently confers with people like Nehru and Jinnah and Gandhi and only recently brought the first two intransigent leaders together at his table. If you see a prince in New Delhi entering the untouchables' colony where Mahatma Gandhi puts up, the chances are that he will be H.H. of Bhopal.

India's best-behaved, most altruistic prince is probably H.H. of Gondal, who among other things is a practicing physician in his own right. Gondal is an 11-gun state of 267,000 inhabitants located in the mountains near Bombay. The prince lives modestly on income from his own private property in British India and does not draw a cent from the state's revenue. His children are educated for work, too, and donate their services to the state. One of his sons has become the state's chief medical officer. Every morning in Gondal City a part of the population answers sick call at the palace, with the prince acting as examining physician.

Other princes are serious about other things. A recent ruler of Alwar was known as a fine Hindu scholar. The Maharaja of Travancore has long been interested, as were his ancestors, in music and the arts and has established at Trivandrum a classical dance center, an academy of music and two art galleries. If you see in neighboring Cochin an old man poring over parchments of Sanskrit, you can be pretty sure that he is either the maharaja or an heir apparent.

Most home-loving prince in India is His Highness Sir Jaya Chamarajendra Wadiyar Bahadur, the 27-year-old ruler of Mysore in



FAMILIAR SKIERS in famed St. Moritz are the Raja and Rani of Baroda.

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Vitabrush is not a vibrator. It is an electric-powered scalp brush that makes easy, quick and pleasant the kind of brushing needed to get results. By electric power it turns 20 minutes of tedious, tiring hand-brushing into 3 minutes of fun. Restful, pleasant, satisfying. Appreciated by the entire family.

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Vitabrush produces 5000 vibrating cycles per minute—stroke not possible by any other means.

Saves Effort, Time, Money
Turns tedious scalp care into fun. Takes but a few minutes a day.

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RUGGED, DRESSY soles that make sport shoes presentable at almost any affair, yet give sure-footing comfort. Cord On End where the wear is greatest yet smooth and dressy for neat appearance.



ON NEW SHOES — TO RENEW SHOES

CONTINUED ON PAGE 124



Could you refuse them if they stood before you?

Could you look into the sad, proud eyes of this girl and say, *No, child, I will not help you?*

Could you bear to hear the sobs of this frightened boy without wanting to draw him into the warm shelter of your arms?

There are thousands more like these two ... children who have survived Hitler's plans for their extermination. Sad, hungry, terrified children, who need your help.

They have seen sights no child should ever see. They have known terror we in America cannot even imagine. Before they had a chance to be young, their hearts grew old. Their souls are wounded in a way that only understanding people like *you* can heal.

They need everything. Food and clothes and medicines, just to keep them alive. They need homes, and guidance. They need education, and training for useful lives in Palestine, the U. S., or some other hospitable land.

But most of all, they need what all people need ... faith in their fellow-beings, hope for the future.

We in America ... *you* in your comfortable living room ... it is to us they look for help. We ... *you* ... are their only hope.

Can you refuse them?

Of course, you cannot. Every dollar counts, because \$170,000,000 is needed to accomplish a tremendous rescue task.

So give, when you are called on, to the campaign for the United Jewish Appeal in your community. Give *more* than you think you can spare. Remember, money that will buy *you* mere luxuries will buy *them* life itself.

This is a year of greater need, because ...

1. UNRRA's impending liquidation has placed greater burdens on the agencies of the United Jewish Appeal.
2. The Jewish population of the DP camps has trebled in one year ... from 85,000 at the beginning of 1946 to 250,000 in 1947.
3. Rehabilitation efforts must be expanded to help hundreds of thousands in Hungary, Rumania, Poland and other countries.
4. Medical care and rehabilitation programs must be provided for the 170,000 surviving Jewish children, 26,000 of whom are in DP camps.
5. Many thousands of Jews must leave Europe because they have no future there. Palestine must be built up and developed with UJA funds, to provide for those who are coming into Palestine now and for those who will arrive in the future.
6. Many services, including migration, retraining, adjustment and special aid for child refugees must be provided for displaced Jews who find a haven in the U.S.

GIVE THEM LIFE-and make it worth living

UNITED JEWISH APPEAL

for \$170,000,000

to support the relief, rehabilitation and resettlement work of:

JOINT DISTRIBUTION COMMITTEE • UNITED PALESTINE APPEAL • UNITED SERVICE FOR NEW AMERICANS

Henry Morgenthau, Jr. • General Chairman • 342 Madison Avenue, New York, N. Y.

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use Tampax



I was born in 1910 and that date is the best and only reason I can give for being so stubborn about a new method like Tampax for monthly sanitary protection. I'm the same way about harlequin glasses and shoes with open toes. I guess I'm just too old to follow the modern ideas.

Do you ever make a confession to yourself like the above? Are you still holding back from Tampax and all its advantages? Think how tiny and inconspicuous Tampax is in your purse! And you are not even aware of it when in use. No belts, pins or external pads. No odor and no disposal problem. Think how Tampax helps your poise and frees you from self-conscious embarrassment.

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Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

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ONE OF THE LOVELIEST RANIS is the newest of Jaipur's wives, shown here in the grounds of the palace. The maharaja has two other pretty wives.

PRINCES OF INDIA CONTINUED

south India, who practically never departs from the confines of his domain. His predecessor and uncle, Sir Krishnaraja Wadiyar Bahadur, also was a stay-at-home who minded the state's business so well that Gandhi once called his rule "Ram Raj," an allusion to a Hindu epic which meant roughly that the mahatma thought His late Highness was just about perfect. On the one big occasion that His late Highness went out of the state and traveled to London he chartered a ship all his own and filled her tanks full of Ganges water, the better to perform his ablutions.

Dean of the princes is Brigadier His Highness Jagatjit Singh, Son of God, King of Kings, Stanchest Friend of the British Government, the Maharaja of Kapurthala, who is at the same time probably the suavest and most continental of them all. Seventy-four years old, he is much more at home on the boulevards and in the restaurants of Paris than he is in his own state, which is in northwest India up near the Himalayas. In prewar days he usually spent about two months of the year in Kapurthala and about 10 on the continent, where he became the *bon vivant* par excellence. The French influence on the state of Kapurthala, which has 378,000 inhabitants, is quite noticeable. The court language is French, His Highness and his ministers converse in French, Her Highness is French and the ruling family lives in a palace more or less modeled after Versailles and called Chateau Kapurthala. His Highness of Kapurthala is a Sikh, although he is unorthodox in that he shaves.

Anglicized Indians

QUITE a number of the princes, having been subject to British influence all their lives, act more like English country gentlemen than Indian despots, but at least one, His Highness of Orchha in East Central India, has gone all-out American. His palace has everything in it that an American house should have and his guesthouse is completely patterned after the plan of a country house shown in an American architectural magazine. Another prince of American leanings is His Highness of Cooch Behar, a state far up in Bengal which was 300 miles from the front in Burma during the war. H.H. of Cooch Behar established in his state what became known during the war as Shangri-La, a sort of rest center for our troops in that area.

Some of Their Highnesses are very gadget-minded and fill their palaces with elaborate paraphernalia such as interroom telephone systems, air-conditioning units and involved lighting effects. The Maharaja Scindia of Gwalior, known in Bombay society as George, after George V (his sister was named Mary), has a contraption consisting of a small electric train which carries food around to the guests in his dining room.

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of
milk and malt

Between blossoms, between beds
between weeds—dig into Horlicks
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CONTINUED ON PAGE 127

PRODUCTS YOU BUY IN CANS ARE

SAFE against air, light and moisture

*No other container
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*A great Martini must know the right people...
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Without them, no Martini can be at its best. For they put a Martini on the road to greatness by giving it the right start in life... a great gin!

These men from faraway lands produce the IMPORTED BOTANICALS used in Hiram Walker's Gin. The plump juniper. The delicate coriander. The spicy cassia. The fragrant herbs, barks and berries from Italy, China, Czechoslovakia, Saxony, Spain—the best in the world.

Yet, only the cream of the cream goes into Hiram Walker's Gin. Fine as they are, these matchless botanicals are finer in some years than in others—they have their best, their "vintage" years. That's when we buy them—and only then.

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WALKER'S
Distilled London Dry
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90 proof. Distilled from 100% American grain.
Hiram Walker & Sons Inc., Peoria, Ill.



2 WIFE of Indore was American Marguerite Branyen. No. 1 died.



THIRD WIFE is also an American, Euphemia Crane. He divorced No. 2.

PRINCES OF INDIA CONTINUED

Since practically all Their Highnesses are in one way or another sporting princes, it is necessary to do some subdividing in this category and also to explain why Indian princes like sport so much when their subjects do not. The sporting proclivities of the princes may be an attempt to please the British, who have long maintained a terrific passion for any kind of outdoor leisure. By being able to play well and shoot well the princes were able to meet viceroys, residents and agents-general on common ground. Hence also their special enthusiasm for British types of sport.

Three 21-gun princes, Kashmir, Gwalior and Baroda—as well as, of course, the Agha Khan—are well known on the English race tracks. They are also, curiously enough, the three richest princes, after the Nizam. His Highness of Kashmir owes his present tremendous wealth to the fact that his famous great-grandfather Gulab Singh purchased the gaddi of Kashmir from the British for a mere \$2,500,000 in the middle of the last century. The gaddi turned out to be a gold mine. H.H. of Baroda alone spent \$460,000 in one year buying British bloodstock and even then did not win too many races. He paid \$112,000 for a full brother of the 1945 English Derby winner Dante and spent some \$225,000 on stables which have come to be known in England as the "horse Ritz."

Two of Their Highnesses, the rulers of Jind and Junagadh, are known for their dogs. The many dogs from the princely kennels are taken every summer to hill stations in specially outfitted carriages equipped with electric fans. In the grounds of the Junagadh Palace there is a special cemetery for them. Once His Highness of Jind was so disturbed over the condition of the eyes of one of his favorite pets that he sent for the best Indian eye specialist at whatever cost.

The sport of princes

I H. OF BIKANER, who holds several world records for shooting, is probably the best all-round shot among the princes. In Tanganyika and Rhodesia he has bagged 39 different varieties of game, among them the hippopotamus, the rhinoceros, the buffalo, the lion, the kudu, the sable and roan antelope, the waterbuck, the oryx and the topi. In Austria he has killed the chamois, in Hungary the red deer, in Poland the roebuck and in Czechoslovakia he shot 112 birds in one walk through a count's country estate. Undoubtedly H.'s best shooting came, however, in his own state as a member of a party of 40, headed by the then viceroy, Lord Irwin (now the Earl of Halifax). In the space of a mere three hours and 10 minutes before lunch one day the prince shot 917 imperial sand grouse. He used a total of 1,667 cartridges, which averages out to 1.8 cartridges per bird, 4.8 birds per minute and 289.2 birds per hour.

H.H. of Bikaner's closest rival as a shot is possibly the Maharaja of Datia. The maharaja, it is true, specializes in tigers, which makes comparison difficult. Nonetheless his lifetime bag temporarily stands at 780 tigers, and since tigers are not found, let alone shot, every day of the week, no other prince has been able to approach him.

Since tiger-shooting is the Indian national sport and since India's princes are so sport-loving, no notice of them would be complete without a note on this exotic pastime. The best tiger-shooting state (outside of Nepal, which is really foreign territory) is probably Barwar, whose maharaja spends many a rupee of the state's revenue in setting up tiger shoots for distinguished visitors. For example, the recent small party of only 16, which came down for a week's hunt from Delhi, set His Highness back 30,000 rupees (about \$1,000) in catering fees alone, not counting other sundry expenses,

CONTINUED ON NEXT PAGE

Her Cocktail Dress

—by Jay Thorpe

The Motor Oil

for her car

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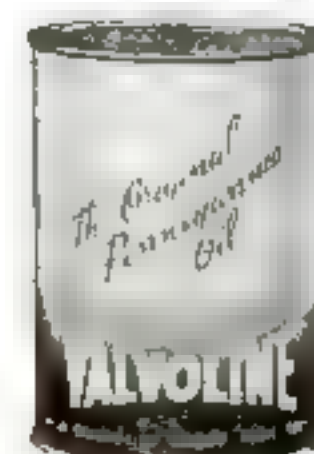
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Cough Drops
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CHAMBER OF PRINCES meets annually in New Delhi, last month debated what to do when the British pull out, adjourned amid general disagreement

PRINCES OF INDIA CONTINUED

which probably added another 10 grand to the total bill. Viceroy tiger shoots in particular are likely to be expensive affairs. An ordinary sportsman out for tigers may or may not find his prey, but a ruler of any state in India could conceivably let His Excellency come to his state and return to New Delhi without having met and killed his tiger. This means a great deal of preparation. Weeks before a viceroy arrives on the scene, spotting parties are out locating tigers. Very often they feed the tigers choice steaks just to make sure the beasts will stick around for the distinguished visitor. Curious happenings can be noted. For example when one of the viceroys visited Patiala, a tiger was found for His Excellency to shoot 4 miles from the palace. Since no tiger had ever been found before less than 50 miles from Patiala City, this circumstance suggests prearrangement. In another instance, when the late Maharaja Jaipur was the host, a tiger was fattened up for at least two weeks before the viceroy's visit, and for two whole days before his arrival dope was mixed in the tiger's freshly killed cow meat. When His Excellency finally met his prey he found a wonderfully fat but groggy beast. He killed it easily.

Viceroy's are a bother

EVEN without a tiger shoot viceregal visits are incredibly expensive and, generally speaking, are nothing but nightmares to the Highnesses, each of whom each viceroy visits once during his five-year tenure. Days of preparation, during which the state's affairs are suspended, precede a viceregal visit. The slightest hitch in the program will bring the severest censure from the Indian Political Department. Viceregal parties arrive in whole trains and must, of course, be accommodated with éclat. Palaces are renovated, painted, refurnished and restaffed just to receive them. All the houses on His Excellency's route are repaired prior to his arrival. Naturally there are gifts for the members of the viceregal entourage and, while the probity of most viceroys has been beyond question, at least one vicereine acquired during her stay in India an unsavory reputation for first admiring and then accepting all manner of expensive jewelry from the princes.

When Lord Hardinge, viceroy from 1910 to 1916, visited Travancore and Cochin, the orthodox Hindu rulers of those states suddenly realized that they had no European service and that their kitchens were unequipped to cook European food. The whole matter of catering was turned over to Spencer's of Madras, which pleased His Excellency and party at the rate of something like 60 rupees (\$18) a meal per head. This particularly galled the ascetic ruler of Cochin, whose food up to that time had cost him only two rupees daily.

Obviously much good can be said about any group of monarchs or princes or commoners. The stock pro-prince argument in India is that the states have been remarkably free from the religious troubles affecting British India, that they are the chief repositories of the arts and crafts of India and that they have somehow satisfied an age-old Indian longing for personal rule. Two astute students of Indian affairs, Robert Stimson and Frank Moraes, of the *Times* India staff, have written in their excellent *Introduction to India* the following apologia:

"First, the ruler-subject relationship is as old as India itself and in its better manifestations is not unsuited to the character of the Indian people, who are inclined to like the personal touch.

CONTINUED ON PAGE

FRIDAY

the most exciting
night in the week!



3:30 P.M. EST. "Hi-Yo-Silver." Start off this exciting evening of listening with *The Lone Ranger*. It's a red-blooded, action-packed half hour that's an outstanding favorite with adults and kids from coast to coast. (General Mills)



8:00 P.M. EST. When you hear the coin drop in the scale, hold on to your hat! *The Fat Man* starts another eerie adventure guaranteed to keep you on tenterhooks till the last shivery minute. (Norwich Pharmacal Co.)

8:30 P.M. EST. *This Is Your FBI* is the only network radio show presented with the official cooperation and approval of J. Edgar Hoover. It re-enacts actual case histories from the official files of the FBI. Brilliantly written, directed and produced by Jerry Devine (above), this public service program is "required listening" for radio fans who like excitement—with no punches pulled. (Equitable Life)



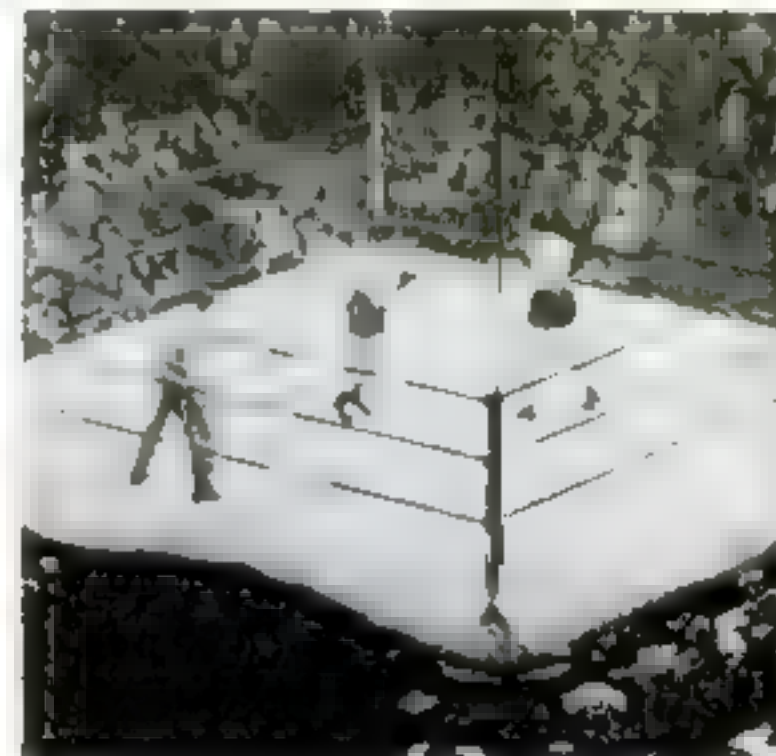
10:00 P.M. EST. Time for *Break the Bank*, when the "experts" in the family show their stuff! Contestants have a chance to break the bank and win \$1,000 or more, and brother, the suspense is killing! Above: a winner thanks Bert Parks in her own way. (Bristol-Myers)



9:30 P.M. EST. You're really missing something if you haven't heard the new, more-exciting-than-ever adventures of *The Sheriff*. There are new faces, new thrills on this fast-moving half hour of mystery, featuring Robert Haag (above). (Pacific Coast Borax)



9:55 P.M. EST. Sport fans, this is for you! Harry Wismer brings you a lively roundup of sports news on *Champion Roll Call* (Champion Spark Plugs). Wismer's bounce, color, showmanship and machine-gun delivery place him in the topmost flight of sports announcers.



10:00 P.M. EST. Top off the evening with a ringside seat at Madison Square Garden! That's what you get with ole eagle-eye Don Dunphy and Bill Corum giving you a rapid-fire, blow-by-blow description of the fights on popular *Cavalcade of Sports*. (Gillette)



You'll be all ears—all Friday night—if you keep your dial tuned to your local American Broadcasting Company station! For three solid hours there's no let-up in suspense, in thrills, in fun, for you and your family. Friday night's the night millions stay home and stay tuned to ABC! The top-notch entertainment on ABC each Friday night is typical of the shows you can hear every night—and every day—on the network. Inspiring programs like *The Boston Symphony* and *The Greatest Story Ever Told*, thrill-packed shows like *Gangbusters* and *The New Adventures of Sherlock Holmes*...

laughter and songs on *The Bing Crosby Show*, *Here's Morgan* and *The Breakfast Club*. Is it any wonder that more and more people are tuning to their local American Broadcasting Company stations? They know there's always a good show on "ABC... the American Broadcasting Company."

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During the past three years, ABC morning programs have become the most popular, the most-listened-to shows on any network in radio. Is it any wonder that these morning hours have been booked solid by some of America's top advertisers? They've discovered that ABC is an effective and economical way to mass-sell their products from coast to coast. Afternoon and evening, there are still a few valuable time periods available. Why not secure a franchise to send your product to market, in ever increasing quantities, via ABC?

PRINCES OF INDIA CONTINUED



You'll be swept aloft to share the thrills of the daredevils who first flew the mails...



...And you'll share the romance of the woman who gave wings to their hearts!

Paramount presents

"BLAZE of NOON"

starring

BAXTER **HOLDEN**

TUFTS **BENDIX**

HAYDEN **DA SILVA**

with **JOHNNY SANDS** • **JEAN WALLACE**
EDITH KING

Produced by Robert Fellows
Directed by John Farrow

government. Where an Indian prince sincerely strives to take a fatherly interest in his people and rules not despotically but with moderation and mercy, the atmosphere is remarkably felicitous. Second, there are in some of the states a graciousness and a pleasing sense of decorum which do not easily flourish in the market place and the debating hall. Third, a number of Indian states are extremely well administered and in some respects better administered than the provinces of British India."

The same view was recently expressed by a less disinterested authority, His Highness of Bikaner, as he halted briefly below the stuffed head of a rhino protruding from the wall of his enormous trophy room: "The people in the Indian states are the happiest in India. Oh, they are far happier than they are in British India, I assure you. Why? It's because of the rulers, because of the personal touch of the ruler which brings government close to the people. All the old complaints about rulers have gone by the board. Instead of rolling in riches, we're industrializing quickly. The states have great possibilities of mineral development. We're not going to be left behind, I assure you."

What are Their Highnesses doing to prevent being left behind, to ward off the day when all of India, including their states, will go republican? For one thing many of them have been touched with the fever of reform. State after state has introduced what is called "responsible government." Parliaments of one kind or another are popping up here and there all over India. At long last a genuine attempt is being made to distinguish between a prince's private purse and the state's treasury. An unofficial rule, not always honored, is that no prince can spend on himself more than 10% of his state's revenue. Also, like sensible people anywhere the princes are unionizing. For instance, the Deccan states are getting together in one chapter while the Rajputana states are forming another. Ditto for the 283 Kathiawar states. Their Highnesses are proceeding on the theory that divided they will certainly fall, while united they have a chance to stand. Whether they can hold together in the face of the enormous pressures building up both within and without India is a long, long gamble. Even the most sporting of the princes might hesitate before putting up much of a bet on his own chances of survival.



PRINCE OF BERAR, heir to Hyderabad throne, is a mighty hunter. Here he poses proudly before a stuffed elephant in his junglelike palace game room.

aristocrat of
NEW ENGLAND
ales



THE JAMES HANLEY CO. PROVIDENCE, R.I.



I'm not up to sniff

Haven't felt much like tracking scent lately—worms have done an inside job on me. But I'd be willing to pick up the trail that leads to Sergeant's SUR SHOT Capsules. They kill worms fast and are safe and easy on my system.

Sergeant's Puppy Capsules were specially made for worming puppies, and small dogs weighing less than ten pounds. Sergeant's thorough clinical research and kennel-testing have developed 19 dependable dog care products, each of which helps you to give your pet the care he deserves.



You'll get a lot more fun out of training and caring for your dog after reading Sergeant's new Dog Book. Pick up a FREE copy of your drug or pet store or write Sergeant's, Richmond, Va.

Sergeant's

DOG CARE PRODUCTS

"I don't wear the pants, but I buy 'em, and..."

Lee

1947 models are here"



Like a lot of wives, I buy my husband's work clothes and I'm glad to get all the extra value features in the new 1947 models, that make Lee Work Clothes so outstanding

Making them last is partly my job and it's up to me to wash them, so I know all about long wear... and getting the most for my money. That's why I insist on LEE work clothes. My husband has some good reasons for demanding Lee, too... better appearance, good fitting comfort, and features... plenty of pockets in the right places, form-fitting overall bib, and a dozen others.

It's no surprise to us that, for 8 straight years, Lee has won in a nation-wide preference poll*. . . or that Lee leads the next brand by 6-to-1. Lee gets our vote every time, for long wear, comfort, features and economy.

And here's a tip. To get every penny of value out of Lee Work Clothes, buy at least three outfits at a time... and rotate them. That way they're easier to wash, and they last longer.

*Nation-wide preference poll conducted by a prominent research organization in 1946. Lee was preferred by 60% of the men and 70% of the women who took part in the poll.



Lee Riders (Cowboy Pants)

Lee Matched Shirts and Pants



Lee Unionalls

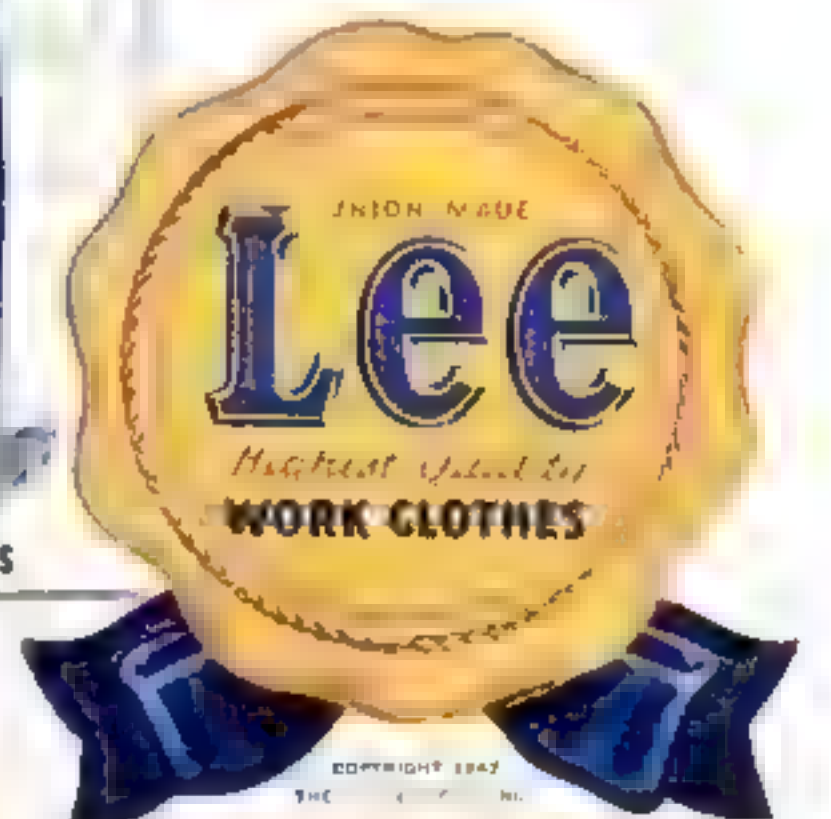


Lee Boys' Riders and Overalls



Lee Jett Denim Overalls

Buy LEE Work Clothes
at Leading Stores
Coast-to-Coast



THE H. D. LEE COMPANY, Inc.

Kansas City, Mo. • Minneapolis, Minn. • Trenton, N. J. • San Francisco, Calif. • South Bend, Ind. • Salina, Kansas

THE WORLD'S LARGEST MANUFACTURER OF UNION-MADE WORK CLOTHES



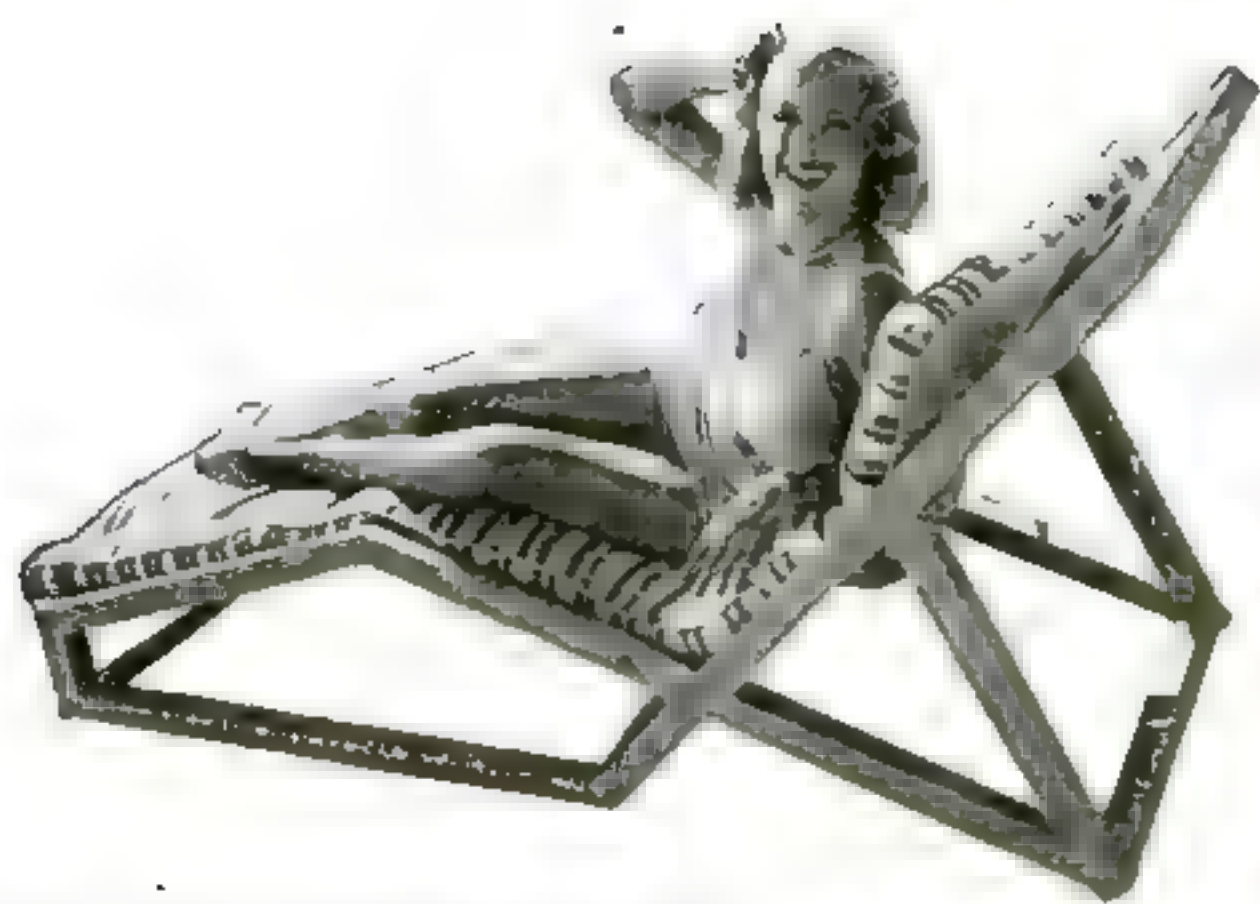
“First over the bars!”

Like a prize-winning jumper, Hunter has been developed slowly, expertly and with infinite care. For it takes *time, patience and skill* to produce a whiskey worthy of the acclaim that Hunter has received down through the years. And nothing less than eighty-seven years of experience could have achieved the matchless flavor and all-around excellence of today's Hunter.... *An American Gentleman's Whiskey since 1860.*

HUNTER
FINE BLENDED WHISKEY



Hunter Wilson Distilling Co., Inc., Louisville, Ky. Blended whiskey, 92 proof. The straight whiskeys in this product are 6 or more years old. 40% straight whiskey, 60% grain neutral spirits.



THIS LASTEX BATHING SUIT IS EVEN PRACTICAL FOR SWIMMING

NEW CLOTHESHORSE

Movies spend \$70,000 to groom ex-Pin-up Marie McDonald for a single starring role

The languid, shapely figure above will be instantly recognized by thousands of pin-up collectors as belonging to Marie McDonald, 23, an ex-dance-band singer and movie bit player long known by the somewhat undignified epithet of "The Body." But admirers may have a hard time recognizing her in the other photographs on this and the following pages. The metamorphosis came about when M-G-M signed her up for the lead in a movie called *Living in a Big Way*, spent \$60,000 on make-up, hairdo and wardrobe tests and then decided to swathe her memorable figure in approximately \$10,000 worth of remarkably handsome clothes. This huge amount means that M-G-M is trying hard to build Miss McDonald to stardom. It also means that the studio would like everybody to stop calling her The Body while she tries to realize her life's ambition of "making \$6 million by the time I am 29 so I can retire."



POLKA-DOT PAJAMAS, matching mules and long red robe (above) are for lounging; the spectacular checked gingham dress at right is for home wear. A designer herself, Miss McDonald found no fault with either.



RELAX IN
Glorious Gabardine!



\$17.95

Buck Skein Joe

When you walk down the street in this coat, you feel heads turning in admiring glances. You feel the glow of pride that comes from being well dressed. You feel comfortable. You feel r-e-l-a-x-e-d.

The front of this handsome two-tone leisure coat is gabardine, a cloth woven so lightly, yet so tightly, that your fingers fairly tingle as you run them over the diagonal surface.

My gabardine is made of pure virgin wool (72%), to keep your body heat from escaping during changeable spring days or cold nippy nights. Blended with this virgin wool is fine cotton (28%), done so scientifically that it not only adds lustre, but gives that lofty look of imported worsted.

The sleeves and back are 100% wool tweed that harmonizes with the gabardine.

And yet the price is low, even though the body of the coat is rayon lined. Ask for this Buck Skein Joe at any good store. If your dealer can't supply you, then fill out the coupon and enclose your money and I'll see you get your coat quick.

As ever,

Buck Skein Joe

Buck Skein Joe, c/o Lustberg, Nast & Co., Inc.
212 Fifth Ave., New York 10, Dept. L 42
Send me your Gabardine and Wool Buck Skein Joe Leisure coat at \$17.95. Here's my ☐ check or ☐ money order.

Color: tan ☐ grey ☐

Size: measure chest under arms _____

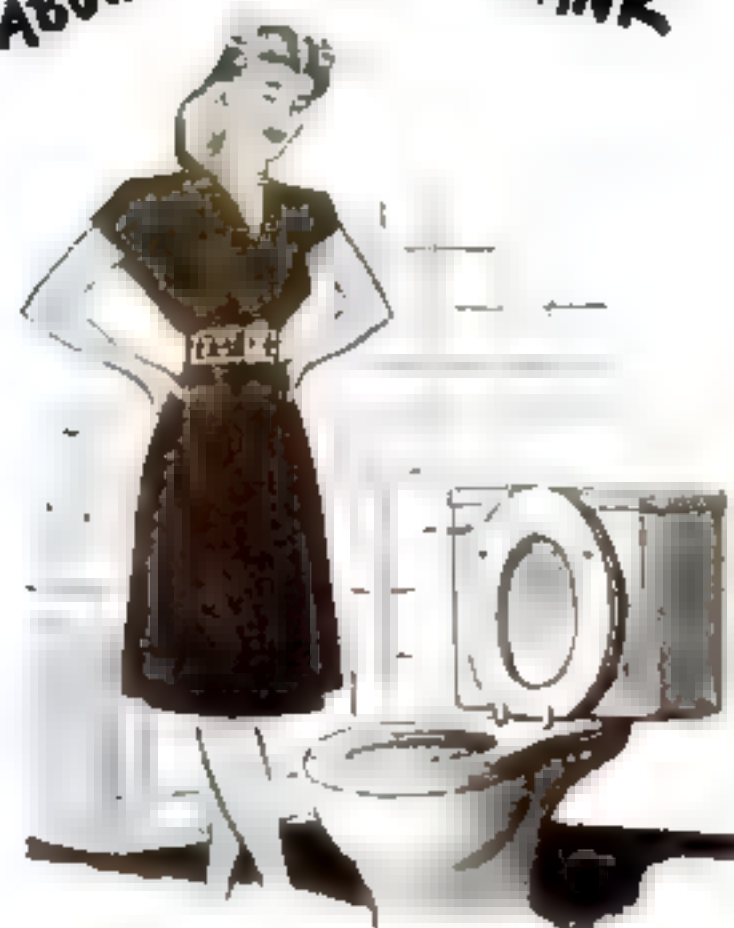
Name _____

Address _____



BALL FRINGES dangling from the cap sleeves and belt and resembling the fringe of an old-fashioned curtain are a notable feature of this white linen dress. The neckline is slashed very low to reveal a bright-green brassiere.

**Don't Worry
ABOUT YOUR SEPTIC TANK**



Keeping your toilet bowl clean, fresh and odorless is easy with Sani-Flush. This is the disinfecting, chemical toilet bowl cleaner that acts your mind at ease about toilet bowl sanitation—and is so safe. Positively will not harm septic tank action. Write for scientific report that proves it. Removes stains and film. Just sprinkle it.

Effective in hard or soft water. Two handy sizes. Sold everywhere. The Hygienic Products Company, Dept. 293, Canton 2, Ohio.

Sani-Flush

SAVES

MESSY

WORK



Why do it the hard way?

MAKE IT EASY FOR YOURSELF TO GET LIFE

You can be sure of your own reserved copy of LIFE, delivered to your door each week, by entering your subscription today.

ONE YEAR RATE — \$5.50, saving you \$2.30 under the single copy price of 15c per issue.

**4 STEPS TO
BETTER HEARING**

with "EVEREADY"
"MINI-MAX" BATTERIES!

1 BETTER HEARING LONGER.
Proper full-volume hearing, with less frequent power fading, due to exclusive flat-cell construction.

2 FEWER BATTERY CHANGES.
Size for size, the longest lasting hearing aid batteries in the world.

3 THINNER, LIGHTER, MORE COMPACT.
Makes your hearing aid easier to wear.

4 SAVES YOU MONEY.
Here is the most economical "B" power you can buy. Get them from your hearing aid dealer.

FREE! New booklet:
"Progress Toward
Better Hearing"
Write Dept. L-32.

EVEREADY
TRADE-MARK
MINI-MAX
HEARING AID BATTERIES

NATIONAL CARBON COMPANY, INC.
30 East 42nd Street, New York 17, N.Y.

PICTURE QUIZ:

Which of these five people gives the right reason for buying U.S. Bonds?

(ANSWER BELOW)



1. Easy to save! "I'm putting my money into U. S. Bonds because it's the *easiest* way for me to save. Under the Payroll Savings Plan, I put aside a regular amount each week for Bonds. So far, I've saved \$500 without missing the money!"



2. Good investment! "Getting back \$4 for every \$3 I invest—the way I will in ten years' time with U. S. Bonds—is my idea of a *good investment*. I know it's safe and sound, too, because it's backed by Uncle Sam. Buy Bonds, I say."



3. Plans for the future! "Ten years from now, the money I'll get for my U. S. Bonds will help to send my kids to college, or buy our family a new home. I think that buying U. S. Bonds is the wisest thing a family man can do."



4. Fights inflation! "I want America to stay economically sound. That's why I'm putting all our extra dollars into U. S. Bonds. It's like buying a share in our country's future prosperity!"



5. Rainy day! "Maybe a rainy day's coming for me. Maybe it isn't. But I'm taking no chances. That's why I'm buying all the U. S. Bonds I can through my Payroll Savings Plan."

THE ANSWER

Every one of these people gives the "right" reason—because there's more than one right reason for buying U. S. Bonds.

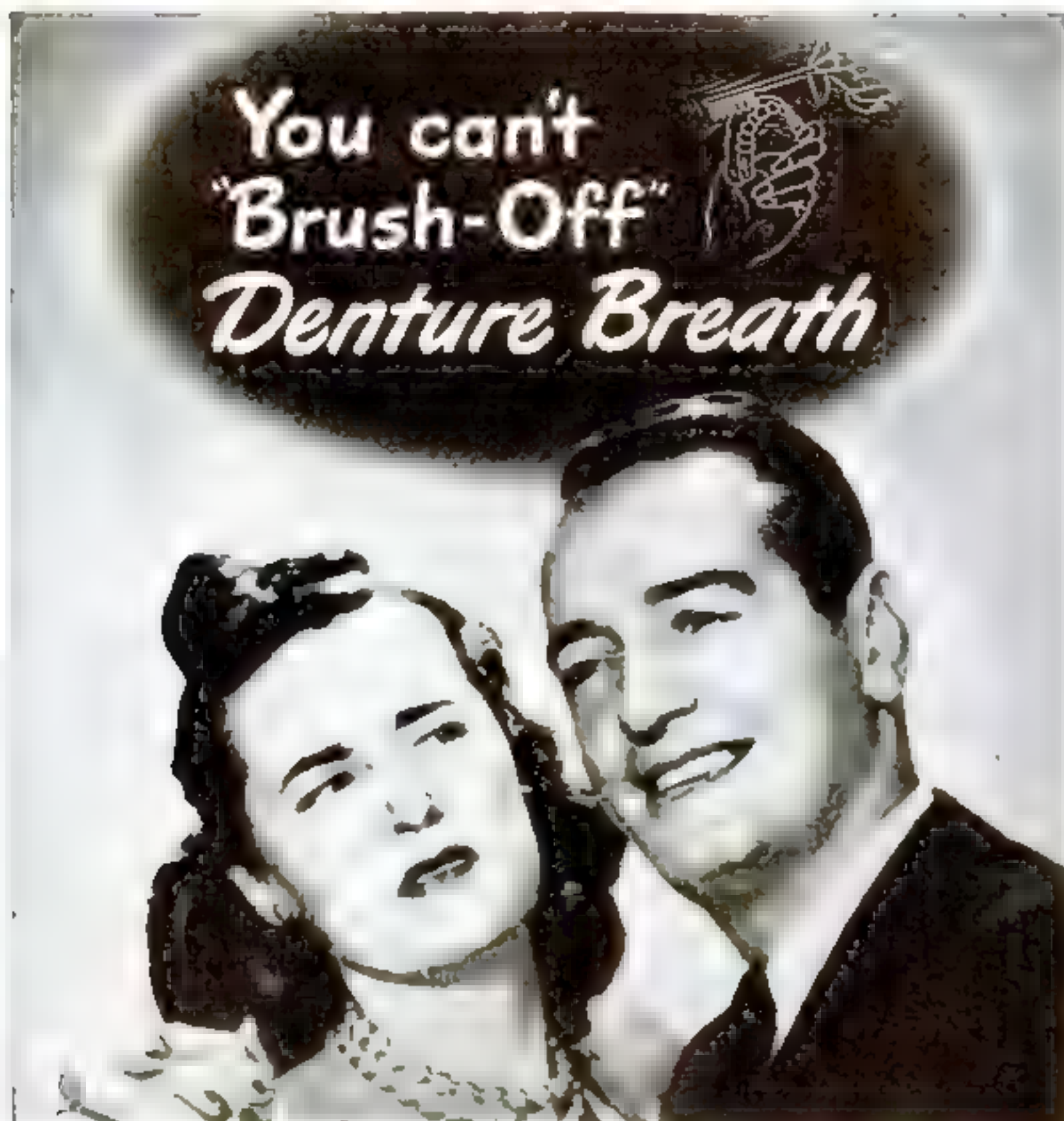
• Whichever way you buy them—through Payroll Savings, or your local bank or post office—U. S. Bonds are the best investment you can make!

Save the easy way..buy your bonds through payroll savings

Contributed by this magazine in co-operation with the Magazine Publishers of America as a public service.



False Teeth Wearers



Soak plates in Polident to keep them odor-free, hygienically clean!



DENTURE BREATH is a serious social problem. It may make your close presence distasteful to friends or family, and give you away to others who never guess you wear false teeth. You can't "brush off" DENTURE BREATH!

Brushing dental plates with tooth pastes, powders or soap may scratch delicate plate material, 60 times softer than natural teeth. Food particles and film collect in these unseen scratches—causing offensive DENTURE BREATH!

With Polident there's no brushing, no fear of DENTURE BREATH. Daily soaking keeps dentures sparkling clean, odor-free. Polident is recommended by more dentists than any other denture cleanser. Costs less than 1¢ a day to use. 30¢ and 60¢ at all drug stores.

Use POLIDENT Daily
TO KEEP PLATES AND BRIDGES CLEAN...AND ODOR-FREE!

LOOSE PLATES?

Amazing NEW CREAM Holds Even Lowers Tight All Day

The makers of Polident have developed a new cream for holding false teeth tight. Its gripping power is so sensational that they guarantee you double your money back if it doesn't hold your plates tighter, longer than anything you ever tried before. If you have used old-fashioned holding

powders and found that you had to apply them three or four times a day, didn't like their taste or messiness, then new Poli-Grip is for you.

Pleasant to use, dainty and economical. With Poli-Grip you can laugh, sing, eat what you want without fear of embarrassment.

Remember Poli-Grip holds plates tight, no matter how they fit.

35¢ and 60¢ tubes at all drug stores.



GUARANTEED BY POLIDENT

New Clotheshorse CONTINUED



NOVEL LOAFING COSTUME consists of duck pants rolled to the knee and a strawberry-pink jacket. Miss McDonald's interesting measurements (bust 36 inches, waist 24½ inches, hips 36 inches) proved a dressmaker's delight.

CONTINUED ON PAGE 12

THE GIRL IS WEARING A STETSON, TOO. IT IS CALLED HIGH SCORE. STETSON MILLINERY FASHIONS ARE PRICED FROM \$6.95.



"Psst—the game's out there, remember?"

1. It's easy to understand how any girl's gaze might stray from the game—with a good-looking fellow like this at her side. And you'll notice he gives himself every break by dressing to suit the occasion!

You can get off on the right foot, as he does—and you don't have to

be a fashion expert, or spend a fortune, to do it. Just pick clothes that are appropriate to the time and place.

At sporting events, for example, you'll score every time in a free and-easy outfit like the one shown above.



2. For the grandstand, pick a sporty tweed jacket—in turf-colored hues of green and brown—that teams with gray flannels like ponies with polo.



3. Carry out the springlike effect with a green knit tie and a white shirt. Add a youthful note with Argyle plaid socks, suede monk-strap shoes.



4. For a final sporting touch, wear the new pebble-finished Stetson Casual, shown here in Fiesta Oro, one of six smart new Fiesta Colors.

The STETSON Casual—Right for the grandstand

The name Stetson in a hat is your assurance of quality and style. Stetson hats are made only by John B. Stetson Company and its subsidiary companies—in the United States and Canada.

Of Topmost Choice



100 Proof

**SIGNED,
SEALED
AND
DELICIOUS**

In choosing OLD TAYLOR, you are selecting a whiskey of topmost choice—a topflight bourbon, distilled in the best traditions of Kentucky's fine whiskey making—a brand whose mellow flavor and rich bouquet are appraised with glances of appreciative approval.

As a mark of a discerning host—and of one who is accustomed to enjoy the finer things—make your whiskey OLD TAYLOR.



National Distillers Products Corp., New York



TIGHT-FITTING WHITE HOSTESS PAJAMAS have a sash striped with bands of varicolored sequins. The split barem trousers show off Miss McDonald's legs. In *Living in a Big Way* she manages 12 complete costume changes.

The New Way to be Dressed Up—rain or shine



The Double-Duty Rain Topcoat

*Styled first for Smartness
Carefully Tailored of Finest Fabrics*

Showerproofed by a miracle process

Grafton . . . \$13.75—(at left). Made from fine combed yarn gabardine. Trim fitting collar shaped to neck line, raglan shoulders. Open-thru pockets. Yoke and sleeve lining of lustrous rayon. Colors: light olive and taupe.

Tackletwill . . . \$17.50—Made from sturdy, long wearing Tackle-twill. Raglan sleeves, slash pockets, convertible semi-balmacaan collar. In a smart shade of tan or eggshell.

All Rainfair Rain Topcoats have careful tailoring ordinarily found only in expensive topcoats.

New free booklet illustrates popular Rainfair styles. Write for it . . . and for the name of your nearest dealer . . . today!

RAINFAIR

Racine, Wisconsin

*Makers of Smartfair Sportswear
Also manufacturers of Rainfair Vulcanized Work-Wear*



V-SEALD—A 100% waterproof Rainfair—\$8.75. Made from a light service weight war-developed fabric which contains no rubber or oil. Guaranteed not to stick, stiffen, or crack. Resists oil, greases, acids, stains. Cleans with a damp cloth. Can be rolled or folded. Stays soft and flexible indefinitely.



THE GOVERNOR OF VERMONT. 46-year-old Ernest Gibson, uses his administrative ability to put a circus pony through its paces. The impromptu shenanigan took

place in the executive office under a line of stern-faced portraits of former Vermont governors who, if they were able to say anything at all, would say it disapprovingly.



GUM-CHEWING PAGE blows an impudent bubble before the portrait of Vermont-born Calvin Coolidge.

Life Goes to a Legislators' Party

The Vermont Assembly plays host to a circus

Although American political life places in high office an ever-growing number of guitar players, amateur comedians and other carnival types, they usually confine their acts to the campaign platform. But recently, where it might have been least expected, the assembly of solemn Vermont was literally transformed into a circus. The walls of the State House in Montpelier were festooned with posters depicting the thrills of the snake-eating wild girl and the fire-eater. On the floor were death-defying knife-throwers; above, on makeshift trapezes, were flying aerialists. While farmers blinked from the balconies and assemblymen squirmed at their desks, a "cootch" dancer plied her art. Instigator of these bizarre doings was a fun-loving representative named Reid Lefevre who, when he is not lawmaking, runs a small carnival show and provided the services of his troupe to enliven a session of the legislature. Although there were many dissenting Old Guard C.O.P. voices, maverick Republican Governor Gibson put his stamp of approval on the show by leading a pony into the House (opposite page). One oldtime legislator, a cousin of Calvin Coolidge, was heard muttering, "Never had anything like this before. Probably never will again."



IN THE SENATE CHAMBER, a poster in front of the speaker's platform proclaimed the impending circus. Presiding is Lieut. Governor Lee Emerson.



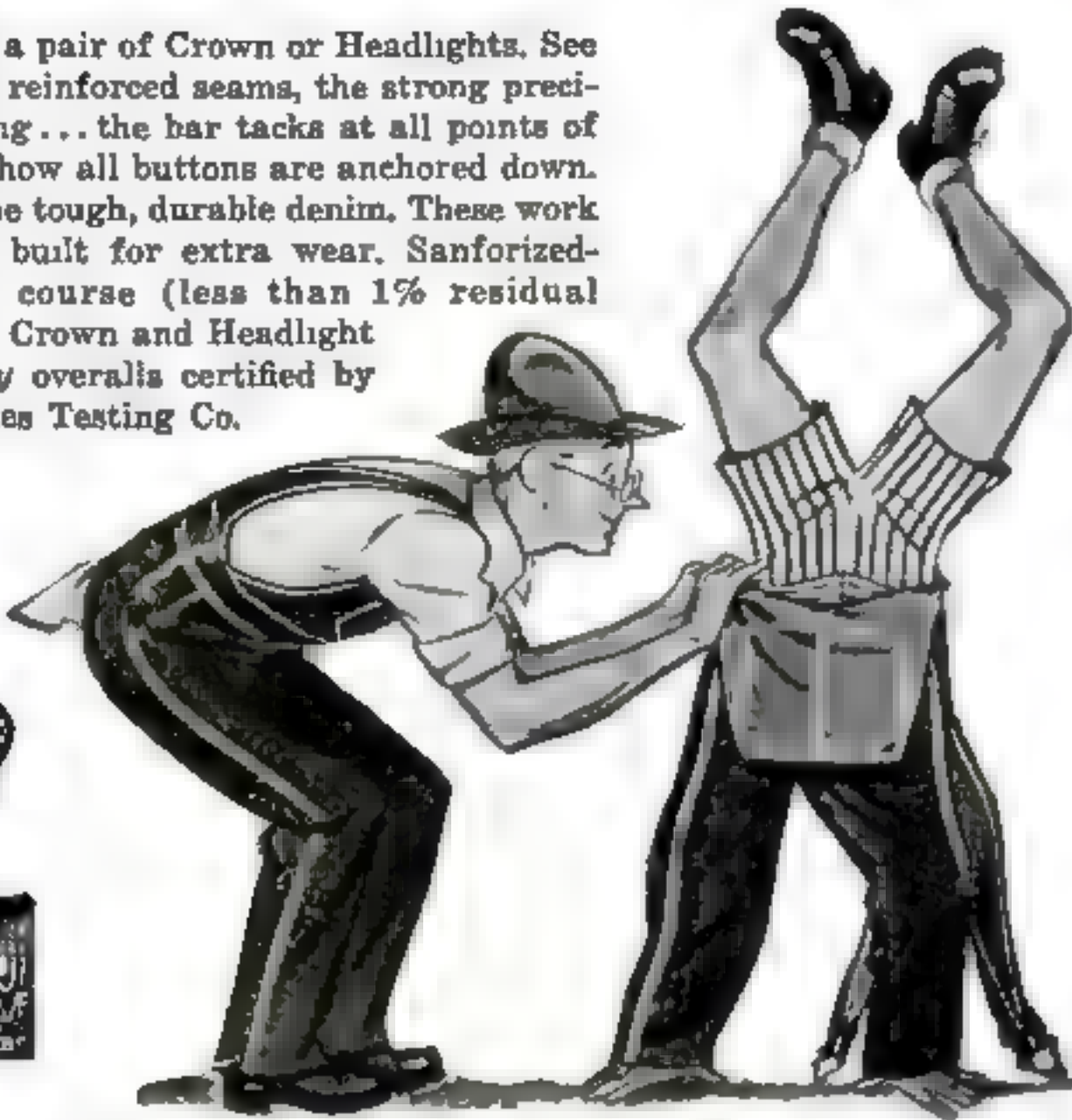
SHOW TOOK PLACE on the floor of the House of Representatives. Flanked by merry-go-round horses, the knife-thrower's target (above) stood on site normally occupied by the speaker's desk.



"LITTLE EVA" entertained the legislators and wives with her supple oriental gyrations. Thus, said Showman Lefevre, was included "in response to a number of requests from the Senate."

Get the **INSIDE FACTS** about overall value

Look inside a pair of Crown or Headlights. See the smooth, reinforced seams, the strong precision stitching... the bar tacks at all points of strain. See how all buttons are anchored down. Then feel the tough, durable denim. These work clothes are built for extra wear. Sanforized-shrunk, of course (less than 1% residual shrinkage). Crown and Headlight are the only overalls certified by United States Testing Co.



Buy Overalls from the Inside Out



"Hires to You!"



A cheerful part of America, Hires...the safe play with millions, who know a sure hit for hearty refreshment is "Hires to You"...A Toast to Good Taste.



...and it's "HIRES TO YOU!"
EVERY SUNDAY—COLUMBIA NETWORK



Legislators' Party CONTINUED



COMIC ACROBATS mocked the strained seriousness of tumblers. In background an orchestra played music embellished with whistles and raspberries.



IN THE SMOKING ROOM off the hall, animal performers awaited their turn while hard-shelled legislators, unmoved by the acts, continued card game.

CONTINUED ON PAGE 14



24 Top Bands Played at Her Party



Musical Fun for Everyone

Planning a celebration for someone you love? Make it a long-remembered occasion. Get your friends together and go where there is Wurlitzer Music.

Under the enlivening influence of one catchy tune after another, all played by the nation's top bands, your guests will have a grand time. Your party is bound to be a success.

As easy on your pocketbook as it is on your ears, you can always count on a Wurlitzer to provide Musical Fun for Everyone. The Rudolph Wurlitzer Company, North Tonawanda, New York. *** See Phonograph Section of Classified Telephone Directory for names of Wurlitzer Dealers.

The Sign of the Musical Note identifies places where you can have fun playing a Wurlitzer.



THE NAME THAT MEANS Music TO MILLIONS

The music of Wurlitzer pianos, accorions, concert pianos, and electronic organ is heard around the world. The Rudolph Wurlitzer Company is America's largest manufacturer of pianos. It also carries on the name also the nation's largest best known producer of juke boxes and accorions.

*Can this
be Sis?*

Too bad you can't spell a long, low whistle, because Pacific fabrics certainly rate one! There's a Pacific cotton or rayon for every occasion and for every member of the family. Some put the accent on glamour, some on

practicality but whenever you see the Pacific name you can count on fine quality, fine styling, fine value. FREE! And a booklet "Secrets of Smartness" Drop card to PACIFIC MILLS, Cotton & Rayon Div., 211 Church St., N. Y. 13



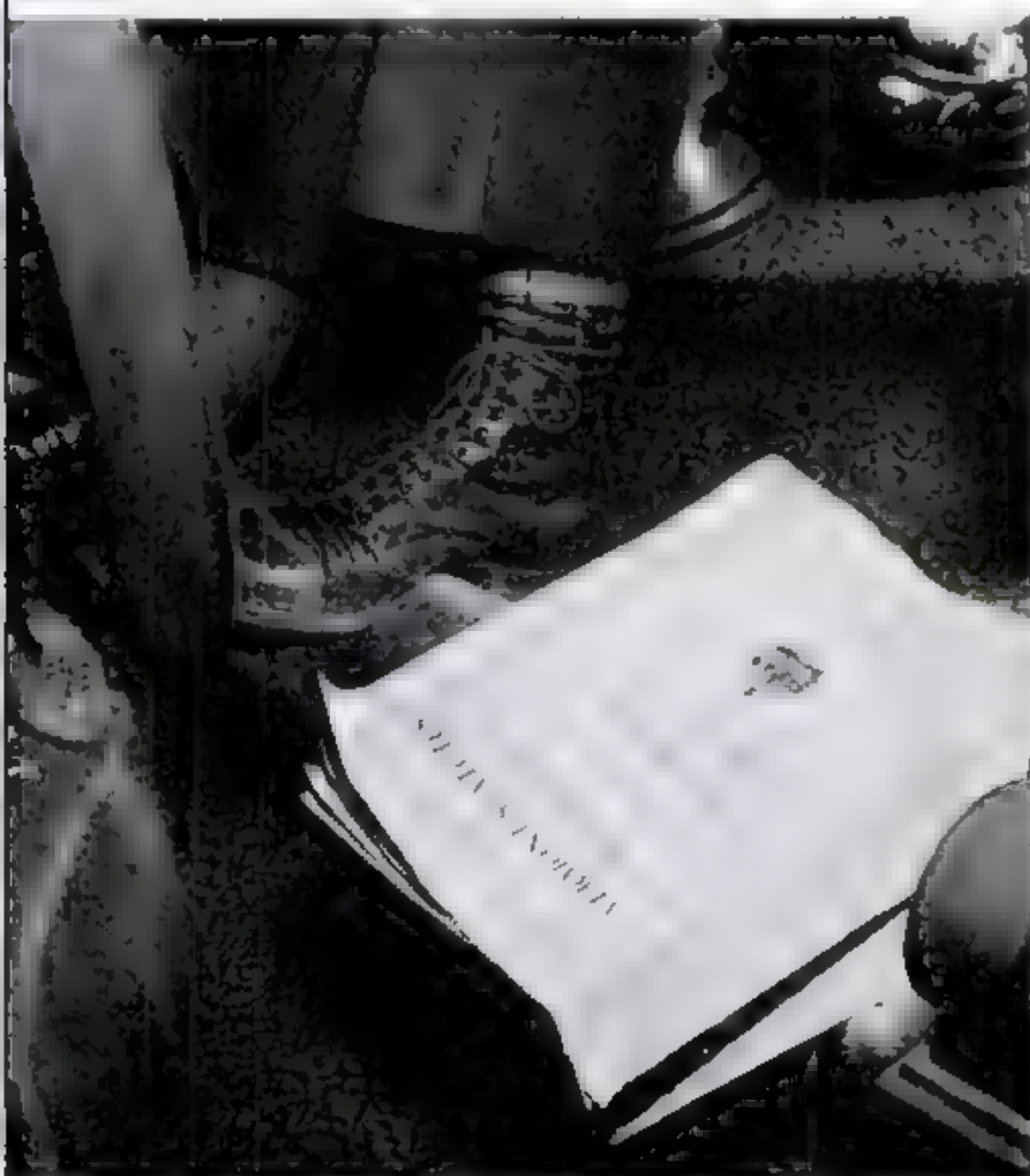
Look for this label in the garments you buy



LOOKING FOR FLEAS, a putty-nosed clown drew nervous laughter from one of the legislators as he went around with a lighted bulb examining heads.



ENIGMATIC VERMONT FACES of these lawmakers fail to show if they are pleased or bored. They had just finished considering an antifireworks bill.



OFFICIAL STATUTE BOOK lies forgotten beside the high shoe and long-underwear-cased leg of one of the onlooking Green Mountain representatives.

Stop CORNS!



Instant Relief

NEVER wait. At first sign of sore toes from new or tight shoes, promptly protect them with Dr. Scholl's Zino-pads. You'll have instant relief and stop corns before they can develop. But—if you have corns, callouses or bunions—these soothing, cushioning, protective pads will give you almost magical relief—*instantly*.

SPEEDILY REMOVE CORNS OR CALLOUSES

You'll marvel, too, how Dr. Scholl's Zino-pads quickly remove corns or callouses when used with the separate Medications included. Cost but a trifle. Get a box today. Sold everywhere.



REMEMBER — THERE IS A

Dr. Scholl's

FOOT COMFORT* REMEDY OR ARCH SUPPORT,
FOR EVERY COMMON FOOT TROUBLE



FALLEN ARCHES

Dr. Scholl's *Foot-Ease* and exercise relieves tired, aching feet and legs, due to weak or fallen arches and flatfoot. \$4.50 pair.

PAIN HERE?

Dr. Scholl's *LuPad* relieves pain, callouses, burning at ball of foot. Loops over forepart of foot. Feather-light, washable. \$1 pair.

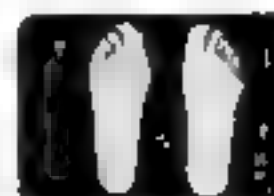


TENDER FEET

Dr. Scholl's *Foot Powder* relieves tender, chafed, hot, perspiring feet. Eases new or tight shoes, helps prevent Athlete's Foot. 35¢.

ATHLETE'S FOOT

Dr. Scholl's *Salvor* relieves itching, kills fungi it contacts, aids healing of red, raw, cracked skin (Liquid, Powder or Ointment). 30¢.



HOT, TIRED FEET

Dr. Scholl's *Foot Balm* relieves tired, aching, hot feet, due to exertion or fatigue. Very soothing, refreshing, comforting. 35¢.

BUNIONS

Dr. Scholl's *Bunion Reducer* of soft rubber, relieves painful shoe pressure, helps preserve shape of shoe and hide the bulge. 75¢ ea.



*Trade Mark Reg. U. S. Pat. Off.

FREE FOOT BOOKLET—WRITE DR. SCHOLL'S, INC., CHICAGO 10, ILL.

No Wonder Fleischmann's Makes
America's Most Delicious Martini!

NOT JUST DRY...IT'S
"DRY" DRY

—without the slightest
trace of sweetness!

Yes, Fleischmann's Gin is "dry"
dry . . . 100% dry! That's one of
four big reasons why Fleischmann's
makes America's most delicious gin
drinks. Reason Two: Fleischmann's
has a superbly delicate, light taste!
Reason Three: Fleischmann's is so
very, very smooth! Reason Four:
Fleischmann's priceless mixability
provides the perfect base for Mar-
tinis, Tom Collins, all gin drinks!



FLEISCHMANN'S

THE FLEISCHMANN DISTILLING
CORPORATION, PEEKSKILL, N. Y.

DISTILLED FROM AMERICAN GRAIN—90 PROOF

MISCELLANY



MODEL ALICE BOYD'S CHURCH HAT IS MADE ENTIRELY OF FROSTING

THESE HATS ARE TASTY

A pastry chef makes them out of cake frosting

A Chicago pastry chef named John Zenker has made it literally safe
for women to exclaim, "If I'm wrong, I'll eat my hat!" As a hobby Zen-
ker whips up hats in his kitchen. They are made of cake frosting, are a
great deal tastier and no less unbecoming than many other women's
hats. The hats shown on these pages are a bit fragile but if the wind
should crack one the wearer can wrap up the remains and retire to a
coffee shop to enjoy it. Zenker's hat recipe: dissolve 1½ pounds sugar
in water and boil. Add beaten whites of two eggs and an ounce of gelatin.
When cool, mixture can be shaped. Add flavoring and vegetable coloring.
Recipe is recommended to all who want to wear their cake and eat it too.



SWAN HAT, worn by Model Ruth Ellen Merlyn, displays two golden swans
floating on a sea of pastel-blue sugar. This confection is peppermint flavored.

CONTINUED ON PAGE 3

VOL. XIII, No. 9

STORM OVER BRITAIN. In pubs and food queues, the privation-weary British man-in-the-street wonders about his government. Can socialized England "deliver the goods" for vital trade—with production crippled by strikes, war-depleted manpower, the cruellest winter in 60 years? MOT pictures the problem—and the British tenacity and courage which may prove the answer.

VOL. XIII, No. 8

THE TEACHERS' CRISIS. Are your children really being educated? The March of Time takes a look behind the classroom scene, gives you the basic reasons (and salary is not the only one) why competent teachers quit—with some suggestions on how you can help insure higher educational standards for the future.



30 Million Minds a Month Focus on **THE MARCH OF TIME**

... to see great events in the making . . to know the world
and its peoples . . to understand the wonders of a
new age, and meet the men behind them.

★ ★ ★

Watch for these current releases at your local
theatre. The MARCH OF TIME is produced
every four weeks by the editors of Time
and Life and distributed by
20th Century Fox

VOL. XIII, No. 7

FASHION MEANS BUSINESS. There's method in the "madness" of fashion. Here's the full story of how the creations of the great designers in Paris and New York became the everyday costumes of U. S. women everywhere. See new styles in progress from the drawing-board to the retailer to you.

VOL. XIII, No. 6

GERMANY—HANDLE WITH CARE! What about the Nazis still inside the former Naziland? Right now, as Germany's future is being decided (and with it, perhaps, the world's) this on-the-spot portrait of our former enemies is more than a candid shot of the present Germany: it is a key to the Europe of tomorrow.



**MEN—Do You think knitted
Briefs are all alike?**

... then

**Take a look at
REIS Scandals**



LOOK at Scandals' extra-value features. Patented, "Hi-Waist" design for mild support. Elastic waistband. Full-cut seamless seat.



LOOK at Scandals' extra-fine workmanship. Quality knitting and superior yarns mean longer wear. Holds shape better, even after repeated washings.



LOOK at the Scandals' matching shirt. Superbly knit for better fit and longer wear. Specially shaped at bottom to be worn with Scandals briefs.



LOOK how Scandals come to you—individually packaged for your protection. So always ask for Reis Scandals by name.

LOOK for the name Scandals when you ask for knitted briefs and shirts—and see how much more your money buys! More in quality... more in value. Scandals are knit better to fit better... to wear longer and keep their shape and "springiness" longer. Ask for Scandals by name—at better retailers everywhere.

85¢ \$1.15 and up

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BIRD'S NEST HAT has two violet bells cradled in pistachio-green nest of spun sugar. The veil is made of royal icing with a dominant flavor of lemon.



THE MILLINER, John Zenker, takes time out from duties as pastry chef in the Congress Hotel to put final touches on a batch of his spring creations.



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**So smoke that smoke
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